

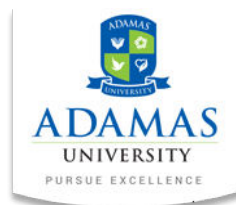
PROGRAMME STRUCTURE

For

MASTER OF

**BUSINESS ADMINISTRATION (LOGISTICS & SUPPLY CHAIN
MANAGEMENT)**

MBA (LOGISTICS & SUPPLY CHAIN MANAGEMENT)

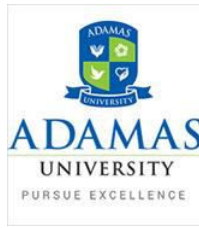


DEPARTEMNT OF MANAGEMENT

SCHOOL OF BUSINESS & ECONOMICS

ADAMAS UNIVERSITY, BARASAT, WEST BENGAL

Session: 2022-23



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

VISION OF THE UNIVERSITY

To be an internationally recognized university through excellence in inter-disciplinary education, research and innovation, preparing socially responsible well-grounded individuals contributing to nation building.

MISSION STATEMENTS OF THE UNIVERSITY

M.S 01: Improve employability through futuristic curriculum and progressive pedagogy with cutting-edge technology

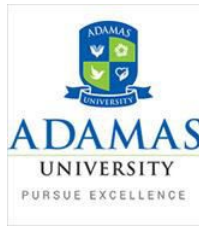
M.S 02: Foster outcomes based education system for continuous improvement in education, research and all allied activities

M.S 03: Instill the notion of lifelong learning through culture of research and innovation

M.S 04: Collaborate with industries, research centers and professional bodies to stay relevant and up-to-date

M.S 05: Inculcate ethical principles and develop understanding of environmental and social realities

CHANCELLOR / VICE CHANCELLOR



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

VISION OF THE SCHOOL

To be a new-age school maintaining international standards of industry-relevant interdisciplinary education and research in the field of business, commerce and economics, developing professionals adept at leveraging technology, and conscious of society and environment.

MISSION STATEMENTS OF THE SCHOOL

M.S 01: Focus on outcome based curriculum enabling intellectual, personal and professional growth through life-long learning.

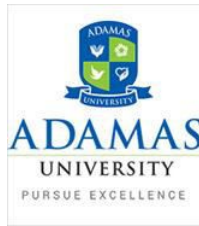
M.S 02: Integrate theory with practice to create solutions, embracing sustainability and diversity

M.S 03: Inculcate trans-disciplinary culture through teaching and research in emerging areas.

M.S 04: Encourage students to inculcate entrepreneurial spirit, ethical and societal values, and contribute to nation-building.

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DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

VISION OF THE DEPARTMENT

To be an internationally recognized center for management education through excellence in pedagogy, research and innovation, preparing socially responsible and industry-ready management professionals who will emerge as the preferred choice for organisations.

MISSION STATEMENTS OF THE DEPARTMENT

M.S 01: Improve employability through progressive, outcome based pedagogy and regular interaction with industry for lifelong learning.

M.S 02: Integrate theoretical knowledge with real-life practices through industry interface.

M.S 03: Holistic development through transdisciplinary teaching and research in emerging areas leveraging technology.

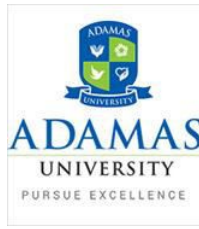
M.S 04: Encourage students to inculcate entrepreneurial spirit, ethical, societal and professional values, and contribute to nation-building.

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HOD

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DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

Name of the Programme: Master of Business Administration in Logistics & Supply Chain

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 01: Imparting knowledge and problem solving capabilities in the area of logistics and supply chain management.

PEO 02: Develop competent management professionals with strong ethical values, capable of assuming a pivotal role in logistics sectors of the Indian Economy and Society, aligned with the national priorities.

PEO 03: Enhancing professional competency in meeting the challenges of a globalized world of business.

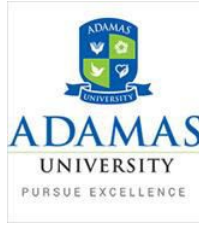
PEO 04: Inculcating fundamental concepts and skills of research in various fields of logistics and supply chain management.

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DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

Name of the Programme: Master of Business Administration

POST GRADUATE ATTRIBUTE / PROGRAMME OUTCOME (PO)

PGA 01 / PO 01: Domain Knowledge- Develop knowledge in the field of Logistics and Supply Chain Management in terms of concepts, principles and operational processes.

PGA 02 / PO 02: Problem Solution: Solve business problems by utilizing information technology and various quantitative and qualitative approaches that reduce production, inventory and transportation costs, and improve customer service levels.

PGA 03 / PO 03: Leadership and Organization Skills- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PGA 04 / PO 04: Ethics and Governance: Apply principles of ethics and corporate governance in day to day business practices.

PGA 05 / PO 05: Environment and Sustainability- Understand the impact of the professionals in societal contexts, and demonstrate the knowledge of, and need for sustainable development

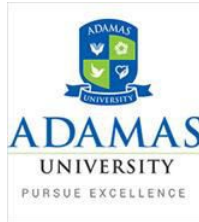
PGA 06 / PO 06: Life-long Learning- Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of business world.

PGA 07 / PO 07: Creativity and Innovation- Create ability to solve the problems of business and industry through research and innovative practices.

PGA 08/PO08: Employability: Equipped to get employment in the diversified areas of logistics and supply chain management.

HOD

DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

Name of the Programme: Master of Business Administration in Logistics and Supply Chain Management

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO 01: Create capabilities of converting theoretical knowledge into practical applications in domain of logistics and supply chain management.

PSO 02: Keep abreast of trans-disciplinary trends which can be brought to bear in creating strategic and tactical benefits in a VUCA world.

PSO 03: Develop competencies to be socially responsible business professionals.

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HOD

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DEAN / SCHOOL CONCERNED

MTH21517	Quantitative Techniques of Management	L	T	P	C
Version 1.0	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure	Business Mathematics & Business Statistics				
Co-requisites	--				
Academic year	2020-21				

Course objectives:

1. To develop knowledge about the principles of probability theory and different types of random variables
2. To help the students to learn various techniques of statistical inference
3. To provide the basic concepts of Linear programming and Integer programming

Course Outcomes

On completion of this course, the students will be able to:

- CO1. Recall descriptive statistics and principles of probability
- CO2. Make use of probability theory to a variety of problems
- CO3. Analyse a given data set using different statistical tools
- CO4. Apply Linear programming and Integer programming techniques for modelling and solving real-life decision making problems

Course Description:

The course is designed to make the students familiar with the basic probabilistic, statistical, and linear programming techniques. The focus of this course is to enable the students to apply relevant quantitative tools in business decision making. All the lectures will be devoted on discussions of basic and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation. The tutorials will familiarize the students with practical problem-solving techniques led by the course coordinator. Students will strongly grab the basic concepts of the subject via exercise and discussions with the coordinator.

Course Structure:

Unit-1: Introduction to Probability Theory: 15 Hrs

Probability Theory, Discrete Probability Distributions: Binomial, Poisson and Hyper geometric distribution; Continuous Probability Distributions: Normal, Lognormal and Exponential distribution

Unit-II: Statistics: 15Hrs

Sampling and Sampling distribution; Statistical inference: Estimation for single population parameters, Hypothesis testing for single population, Hypothesis testing for two population; Analysis of variance and Design of experiments, Hypothesis testing for Categorical data; Correlation and Regression analysis, Non-parametric tests. Business forecasting

Unit-III: Linear Programming: 15Hrs

Basic concepts, Model formulation, Solution methods, Duality, Sensitivity analysis; Integer linear Programming: Different types of integer programming problems (Pure integer, Mixed integer and 0-1 integer problems), Formulating integer programming problems, Solution through Branch and Bound algorithm.

Text Books:

1. Black, K. (2008). Business statistics for contemporary decision making (5thed.). New Delhi: Wiley India.
2. Taha, H. A. (2007). Operations Research: An Introduction (8thed.). Delhi: Pearson Education.
3. Gupta, S. P., & Gupta, M. P. (2005). Business statistics. Delhi: Sultan Chand & Sons.

Reference Books:

1. Spiegel, M. R., Schiller, J., & Srinivasan, R. A. (2004) Probability and statistics(2nded.). New Delhi: Tata McGraw Hill.
2. Levin, R. I., & Rubin, D. S. (1999). Statistics for management (7thed.). New Delhi: Prentice Hall of India.
3. Webster, A. (2006). Applied statistics for business and economics (3rded.). New Delhi: McGraw Hill.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
MTH21517	Quantitative Techniques for Management	CO1	2	1	1	-	2	2	2	1	1	1	-
		CO2	1	3	1	-	2	1	2	-	1	1	-
		CO3	2	1	1	-	2	1	2	2	1	-	1
		CO4	2	1	3	-	3	1	2	1	1	-	1
		AVG CO	1.75	1.5	1.5	-	2.25	1.25	2	1	1	0.5	0.5

1= weakly mapped

2= moderately mapped

3=strongly mapped

MGT21201	Business Communication	L	T	P	C
Version 1.2	Contact Hours – 45	3	0	0	3
Pre-requisites/Exposure	Understanding of significance of language				
Co-requisites					
Academic Year	2020-21				

Course Objectives

1. To enable students to understand the basic principle of communication including the flow of communication, verbal as well as non- verbal in context of the organization.
2. To enable describe the various ways of employment communication as well as develop the understanding and skill of presentation
3. To provide to the students the basic understanding of the verbal and non - verbal communication so that they understand the different aspects of spoken and written business communication.
4. To understand and apply basic principles of critical thinking, problem solving, and technical proficiency in the development of exposition and argument

Course Outcomes

On completion of this course, the students will be able to

CO1: Identify the applicability of the concept of business communication in the organization.

CO2: Develop the applicability of analyzing the complexities associated with organizational communication written as well as verbal.

CO3: Demonstrate the use of basic and advanced proper writing techniques that today's technology demands, including anticipating audience reaction. Write effective and concise letters and memos.

CO4: Demonstrate skills to solve work place conflict and analyze different situations for use of most appropriate conflict management technique.

Course Description

Communication skill in a manager is one of the important skills, which a manager must possess to perform his/her role(s) effectively in an organization. Since he/she deals with employees, and with customers outside the organization, it is important that in an organization he should be well equipped in terms of different aspects of business communication. The course therefore covers all constituents, which will make a manager's job easy to handle.

Classroom activities involving lectures, discussions and case studies analysis (topped up with role-play) will be designed to encourage students to actually get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, group presentations, cooperative group solving problems, analysis of video cases and debates. Class participation is a fundamental aspect of this course. Students will be

encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.analysis of video cases and debates.Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, DVDs, and newspapers etc.

Course Content

UNIT 1- 5 Hrs

Establishing a Framework for Business Communication, Conceptual Issues in Communication, Principles of Communication, Process of Communication, Myths and Realities of Communication, Communication Networks in an Organization, Verbal and Non Verbal Communication.

UNIT II 8 Hrs

Barriers and Aids to Communication, The 7 C's and the 4 S's of Communication, Talk Tactics : Private and Public Speaking. Critical Reasoning : Theory and Caselets. The Framing of Arguments to Persuade , Convince and Negotiate. Principles of Deductive and Inductive Principles in understanding Assumptions. Drawing Conclusions. Case Study Analysis in terms of Business and Current Affairs.

UNIT III 8 Hrs

Listening Process, Difference between Listening and Hearing.Deterrents to the Listening Process, The Positive Connotations of Good Listening, Case Study Analysis ...continued.

UNIT IV 8 Hrs

Non Verbal Communication, Non Verbal Signifiers and Communication, Body Language and Global Business Etiquette, Cross Cultural Communication, Case Study and Dramatic Practical on the above.

UNIT V 8 Hrs

Written Communication, The 7 Cs of Written Communication, The First Draft and the Craft of Editing a write up. Memos, Letters, Emails, Net Etiquette and other Business Correspondence. Presentations: Preparing it and making an effective delivery. Practical Exercises.

UNIT VI 8 Hrs

Negotiating Skills for Business. Telephone Culture and Video Conferencing. Group Discussion: Basics and Practice, Personal Interview: C.V. Format. Frequently Asked Questions and Mock Interviews.

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Mid Term	End Term
Weightage (%)	30	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
MGT21201	Business Communication	CO1	3	2	1	2	3	-	1	1	-	2	-
		CO2	-	1	2	1	2	2	2	1	2	-	-
		CO3	1	3	-	1	-	2	2	1	-	-	3
		CO4	2	-	2	3	1	2	2	1	-	-	-
		AVG CO	1.5	1.5	1.25	1.75	1.5	1.5	1.75	1	0.5	0.5	0.75

1=weakly mapped

2= moderately mapped

3=strongly mapped

OBH21201	Organizational Behaviour	L	T	P	C
Version 1.0	Contact Hours – 45	3	0	0	3
Pre-requisites/Exposure	Understanding of significance of human skills in the organizational setting				
Co-requisites	Understanding of the challenges of people management				
Academic Year	2020-21				

Course Objectives:

1. To develop a better understanding of individual behaviour dimensions that determine workplace interpretation and evaluation
2. To cultivate among the students an understanding of human behaviour in groups
3. To develop student's knowledge and skills in leadership, power, communication,

negotiation and conflict management

4. To help in understanding impact of politics, conflict and stress on organizational functioning
5. To improve decision making abilities and resulting effectiveness of managers in a global work environment in the 21st Century

Course Outcomes:

On completion of this course, the students will be able to:

CO 1: Understand the foundations, significance and framework of Organization Behaviour in the organization setting and its impact on organizational effectiveness.

CO 2: Understand the Individual Behaviour dimensions like Personality, Perception, Attitude and Employee Motivation.

CO 3: Understand and develop the various aspects of Inter-personal Behaviour.

CO 4: Understand the dynamics of Group Behaviour and concepts of Power, Politics, Leadership and Conflict etc. that influence group behaviour.

CO 5: Understand the complexities and implications of organizational factors like Organizational Climate, Organizational Culture, Organizational Change and Development.

Course Description:

This course is intended to provide the student with cutting edge thinking on a variety of Organizational Behaviour and Management Issues. Conceptual frameworks, case discussions, and skill-oriented activities are applied to each topic. Topics include communications, motivation, group dynamics, leadership, power, organizational culture and development etc. Class sessions and assignments are intended to help participants acquire the skills that managers need to improve organizational relationships and performance.

Course Content:

Unit I: Introduction: Organizational Behaviour-Concept and its Emergence; Nature and Theoretical Frameworks; Disciplines contributing to the field of OB; Historical Background-Hawthorne Studies, Psychological Foundations; Models of Organizational Behaviour, Challenges and Opportunities for Organizational Behaviour; Ethics and Organizational Behaviour.

[7 Lecture Hours]

Unit II: Individual Behaviour Dimensions in an Organization: Determinants of Individual Behaviour; Personality – Meaning, Determinants and Theories, Influence on OB; Perception: Process and its influence on OB; Values, Attitudes and Job Satisfaction; Emotional Intelligence and OB; Employee Motivation – Concept, Content Theories vs. Process Theories, Designing Motivational Strategies.

[10 Lecture Hours]

Unit III: Inter-personal Behaviour: Interpersonal Communication and Feedback; Transactional Analysis (TA); Johari Window; Managing misbehaviour at work - Sexual Abuse, Substance Abuse, Cyber Slacking, Aggression and Violence; Communication and Negotiation in Organization; Learning Organization: Characteristics, Implementation Strategies, Learning Cycle and Curve.

[10 Lecture Hours]

Unit IV: Group Dimensions in Behaviour: Theories of Group Formation, Types of Groups, Stages of Group Development, Group Decision Making; Cohesiveness and Productivity; Management of Dysfunctional Groups; Power and Politics in Organization; Leadership: Concept and Styles, Leadership Theories; Conflict & Stress Management: Types of Conflicts, Conflict Management Process, Resolution of Conflict- Strategies.

[10 Lecture Hours]

Unit V: Organizational Dimensions and Processes in Organization: Organizational Climate- Concept, Determinants, and OCTAPACE Model; Organization Culture- Concept, Forming, Sustaining, and Changing a Culture; Organizational Effectiveness- Concept and Measurement;

Organizational Change- Resistance and Management; Organization Development – Concept & Issues.

[8 Lecture Hours]

Text Books:

1. Robins, S.P., and Sanghi, S.: Organizational Behavior, Ed. xi, Pearson-Education, NewDelhi.
2. Luthans, F.: Organizational Behavior, Ed. vii, PHI, New Delhi.
3. Prasad, L.M.: Organization Theory and Behavior, HPH, New Delhi.
4. Aswathappa, K.: Organizational Behaviour, HPH, New Delhi.

Reference Books:

1. Sakaran, U.: Organizational Behavior, TMH, N. Delhi.
2. Newstrom J. W., and Davis, K.: Organizational Behavior: Human Behavior at Work, Ed.v., Tata McGraw Hill, New Delhi.
3. Mullins, L. J.: Management and Organizational Behavior, Pearson- Education, N. Delhi.
4. Bhattacharya D.K.: Organization Behavior, OUP, New Delhi.
5. Robbins, Stephen P., and Mathew, Mary: Organization Theory: Structure, Design and Applications, Ed. iii, Pearson Education.

Project:

The class will be divided into groups consisting of 5 members in each. Each group will select a company of their choice in order to understand the people related issues in that particular company through interactions with their HR Department and functional managers. The objective of the project is to acquaint the students with the relevance of the concepts of Organizational Behaviour in the organizational setting. Students are required to submit their project reports just after mid-semester examination. Each group will present their work in the class such that all students have a clear idea of the behavioural issues of several companies.

Modes of Evaluation: Assignment/Quiz/Project/Presentation/Extempore/Written

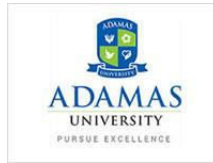
Exam Examination Scheme:

Components	Internal	Mid-Term	End-Term
Weightage (%)	30	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
OBH21201	Organizational Behaviour	CO1	3	2	1	2	3	-	2	1	1	2	1
		CO2	-	1	2	1	2	3	2	2	2	-	1
		CO3	1	3	-	1	-	2	2	1		3	3
		CO4	2	-	2	3	1	2	2	3	1		

		CO5	3	1	1		2	1		3	1	1	
		AVG CO	1.8	1.4	1.2	1.4	1.6	1.6	1.6	2	1	1.2	1



FAC21205	Financial Accounting for Managers	L	T	P	C
Version 1.0	Contact Hours – 45	3	0	0	3
Pre-requisites/Exposure	Basic Knowledge of Business Functions				
Co-requisites	--				

Course Objectives:

1. To make student understood the nature and role of the four principal financial statements (i.e., the Income Statement, the Statement of Financial Position, the Statement of Cash Flows, and the Statement of Changes in Equity) ;
2. To develop an awareness and understanding of the accounting process and fundamental accounting principles
3. To build the ability to read, interpret and analyse financial statements; combine financial analysis with other information to assess the financial performance and position of a company;

Course Outcomes:

On completion of this course, the students will be able to

CO1 Creating foundation of different form of business organisation, Business communication language and different financial terms

CO2 Understanding different financial statements and financial reporting mechanism

CO3 Understanding the Accounting cycle and practicing accounting process

CO 4 Analyze financial information and learning financial comparisons

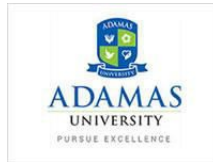
CO 5 Applying knowledge of reporting and valuation of Long Lived Assets

CO 6 Understanding the importance of cash flow analysis

Course Description:

Participants in this course will develop the essential ability of all managers, to use complex accounting information as a platform for decision-making. As the course unfolds, participants will build an increasingly sophisticated level of understanding of the language of accounting and its key concepts. In addition the course develops skills in interpreting earnings statements, balance sheets, and cash flow reports. This ability to analyse financial statements will enable participants to deal more effectively with strategic options for their businesses or business units. Strong foundations in financial analysis, and development of crucial basic

accounting skills will also enable participants to develop a management accounting focus.



From this second phase of the course students will take away highly relevant skills in areas such as budgeting, product and service costing and short-run decision making. Such skills, ability and knowledge will enable participants to more effectively identify profitable opportunities and to contribute significantly to better management within their own organisations.

Course Content:

Module -1

6 Lecture Hours

Introduction to Financial Statements: Forms of Business Organization – Users of Financial Information – Business Activities – Financing, Investing, Operating – Communicating with Users – Income Statement, Retained Earnings Statement, Balance Sheet, Statement of Cash Flows, Interrelationships of Statements, Elements of annual Report – Assumptions and Principles in Financial Reporting.

Module -2

9 Lecture Hours

A Further Look at Financial Statements: Objectives of Financial Reporting – Characteristics of Useful Information - Relevance, Reliability, Comparability and Consistency – Constraints in Accounting – Materiality and Conservatism - Financial Statements Revisited – The Income Statement, The statement of Stockholder's Equity, The Classified Balance Sheet – Currents Assets, Long Term Investment, Property, Plant, Intangible Assets, Current Liabilities, Long Term Liabilities, Stockholder's Equity, Using a Classified Balance Sheet - The Statement of Cash Flows.

Module -3

9 Lecture Hours

The Accounting Information System - The Accrual Insight: Accounting Transactions – The Account – Steps in the Recording Process – The Recording Process Illustrated – Summary Illustration of Journalizing and Posting – The Trial Balance – Timing Issues – The Revenue Recognition concept, Matching Principle, Accrual Versus Cash basis of Accounting – The Basics of Adjusting Entries – The adjusted Trial Balance and Financial Statement – Closing the Books – Summary of Accounting Cycle.

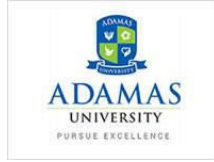
Module -4

6 Lecture Hours

Financial Analysis – The Big Picture: Earning Power and Irregular Items – Discontinued Operations, Extraordinary Items, Changes in Accounting Principles, Comprehensive Income – Comparative Analysis – Ratio Analysis – Liquidity Ratios, Solvency Ratios, Profitability Ratios – Limitations of Financial Analysis.

Module -5

9 Lecture Hours



Reporting and Analyzing Long Lived Assets: Determining the Cost of Plant Assets – Land, Land Improvements, Buildings, Equipment – Accounting for Plant Assets – Depreciation, Expenditure during Useful Life, Impairments, Plant Asset Disposals – Analyzing Plant Assets – Average Useful Life, Average age of Plant Assets, Asset turnover Ratio – Intangible Assets – types – Accounting for intangible Assets – Financial Statement presentation of Long Lived Assets.

Module -6

6 Lecture Hours

Statement of Cash Flows: Purpose – Format – Classification of Cash Flows – Usefulness – Preparing the Statement of Cash Flow – Indirect Method – Direct Method – Using Cash Flows to Evaluate a Company.

Reference Books

1. Accounting Principles by Weygandt, Kieso and Kimmel, Wiley
2. Accounting: Texts and Cases by Robert Anthony, David Hawkins Kenneth A. Merchant, Mc Graw Hills
3. Accounting for Management- Maheshwari & Maheswari, Vikas Publishing House
4. Financial Accounting of Management- Ambrish Gupta, Pearson

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
FAC21210	Financial Management	CO1	3	2	3	2	3	-	1	1	-	2	1	
		CO2	2	2	3	2	2	2	2	1	2	-	1	
		CO3	3	3	-	1	-	3	2	2	2	-	2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-	-
		AVG CO	2	1.8	1.5	2	1.8	1.5	1.8	1	0.8	1	1	1

ECO21206	Managerial Economics	L	T	P	C
Version 1.1		3	0	0	3
Pre-requisites/Exposure	Exposure to Basic Economic Theory at Undergraduate Level				
Co-requisites	Mathematics: Basic Calculus				

Course Objectives:

Managers are faced with constraints, both at micro level and at macro level. Faced with these constraints they need to optimally use the resources and find solution to fulfil the goals of a business organisation, most imperatively maximising the profits. Economic theory serves as a guiding force to optimize and seek scientific solutions. This course aims to introduce the economic theory relevant for managerial decision making in a problem solving perspective. By the end of this course students' should be familiar with the basic tools of managerial economics and be able to apply them to find optimal solutions. A primary purpose of the course is to develop constructs useful for other courses and make use of content taught in other courses¹.

Course Outcomes:

On completion of the course it is expected that students will be able to:

CO1: Define economic fundamentals and relate them to managerial decision making process.

CO2: Make use of economic theory in constructing optimal solutions for managerial decisions.

CO3: Evaluate proposed solutions build on mathematical construct and formulate them in context of managerial decisions.

Course Contents:

Unit I: Firm's Environment and Economic Theory

10 Hrs

Managerial decision making and principles in today's business world

Role of Managerial Economics in problem solving

The core themes of Microeconomics: Trade-offs; Prices and Markets; Equilibrium; Competition

The core themes in Macroeconomics: Growth, output, employment, and inflation; Business cycles and Government Policies.

¹ *A note on Mathematics:* Economics is a social science. The language of science (and all analytical thinking) is mathematics. Math helps us measure and solve problems and without doubt improves decision-making. We really can't learn how to solve business (economic) problems logically and systematically and avoid mathematics at the same time. This isn't a math course. The task here would be to solve business problems mathematically and interpret the results in economic sense, making use of mathematical construct.

Unit II: Demand, Revenue, Production and Cost **15 Hrs**

Demand and Revenue: How demand influences the revenue of the firm
Firm's demand versus industry demand
The elasticity of demand and relation with revenue of the firm
Production in short run and long run: Optimal combination of inputs
Measuring cost: Which cost matters?
Choices for Inputs: Cost minimisation for a given Output.
Output maximisation with a given Cost
From cost to supply decisions of a firm

Unit III: Profit Maximisation & Market Conditions **10 Hrs**

Profit maximisation principle: shut down point
Break even analysis
Profit maximisation versus break even analysis
Profit maximisation with input constraints
From Firm's Supply to Industry Supply
Profit Maximisation in a Perfectly Competitive Market
Firm's Supply decisions with Market Power: Profit Maximisation in Monopoly
Pricing Strategies with Market Power
Monopolistic Competition: Some forms and characteristics

Unit IV: Business Cycles and Economic Activity **10 Hrs**

Business cycles: how GDP and economic activity influences Businesses
Determination of equilibrium Income: The Multiplier Model
Change in Autonomous Demand: The multipliers in closed economy

Unit V: Money Interest and Income & Influence of Fiscal and Monetary Policies **15 Hrs**

Interest rate and aggregate demand: The Investment Saving Function and the IS curve
The Asset market & The LM curve
Determination of income and interest rate
Short run Economic Fluctuations
Fiscal Policy: Operations and Recent debates
Monetary policy: Operations Recent debate

Pedagogy:

The Faculty may choose pedagogies suitable to the nature of course from following:

- Student Lecture and Presentation
- Case Study Analysis
- Teaching-learning Strategy using Multimedia
- Mind Mapping
- Chunking strategy
- Z to A Approach
- Collaborative and cooperative learning
- Anchored Instruction
- Peer Tutoring

- Microteaching and Simulated Teaching
- Blended learning
- Problem Based Learning (PBL)
- Rotation Model
- Flex Model
- Enriched Virtual Model

Modes of Examination: Assignment / Quiz / Project / Presentation / Course Work / Article reviews / Book Reviews / Reports / Written Exam / Jury / Survey // any other method that suits to assess the given course outcome

Examination Scheme:

Components	Internal	Mid Term	End Term
Weightage (%)	30	20	50

Text and Reference:

Core Text:

Truett L.J and Truett B Dale, 2008. “*Managerial Economics: Analysis, problems, cases*”, eighth edition. Wiley India.

Sikdar Soumyen (2009). “*Principles of Macroeconomics*” Oxford University Press

Reference Readings:

Salvatore. D Adapted by Ravikesh Srivastava, 2008. “*Managerial Economics: Principles and worldwide Application*”, Sixth edition, Oxford University Press

Robert S. Pindyck, Daniel L. Rubinfeld and Prem L. Mehta, 2008, “*Microeconomics*”, Sixth edition, Pearson Education.

Edward T. Dowling, 2001. “*Introduction to Mathematical Economics*”, third edition, Schaum’s outline series, Tata McGraw Hill.

Hirschey Mark 2007. “*Economics for Managers*”, latest Edition, Thomson

Thomas and Maurice 2008. “*Managerial economics: Concepts and Applications*”. Tata McGraw-Hill

Dornbusch, Fischer and Startz. 2009. “*Macroeconomics*” Tenth edition, McGraw-Hill Education Economic Times / Business Standard; Economic and Political Weekly; Economic Survey

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
ECO21206	Managerial Economics	CO1	3	2	1	2	3	-	2	1		2	1
		CO2	2	1	3	3	2	2	2	1	2		
		CO3	1	3	-	1	-	3	2	1	1	2	3
		AVG CO	2	2	1.33	2	1.66	1.66	2	1	1	1.33	1.33

MKT21201	Marketing Management	L	T	P	C
Version 1.0	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure	Basic knowledge of business and marketing is useful				
Co-requisites	--				

Course Objectives:

1. To understand the basic concepts of marketing management
2. To understand the marketing environment
3. To learn about marketing process for different types of products and services
4. To understand the tools used by marketing managers in decision making

Course Outcomes

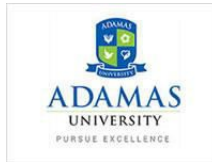
At the end of the course, students will be able to

- CO1. Understanding marketing concept and challenges in 21st century.
 CO2. Developing ideas of strategic planning and marketing Process.
 CO3. Understanding the concept of market segmentation, targeting and positioning.
 CO4. Recognise the importance of pricing, and pricing strategy of firms.
 CO5. Understanding the role of marketing channels and distribution strategy.
 CO6. Familiarity with the marketing promotion-mix, and effective communication strategy of firms.

Course Description:

Marketing management continues to reflect the changes in the marketing discipline over the past five decades. Companies now sell products and services through a variety of direct and indirect channels. Mass advertising is not nearly as effective as it was, so marketers are exploring new forms of communication, such as experiential, entertainment, and viral marketing. Customers are telling companies what types of product or services they want and when, where, and how they want to buy them. They are increasingly reporting to other customers what they think of specific companies and products- using email, blogs, podcasts, and other digital media to do so. As a result, marketers have shifted gears from managing product portfolios to managing customer portfolios, compiling databases on individual customers so they can understand them better and construct customised offerings and messages. Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their exams, case study discussions, presentations and projects. The assignments/projects would enable students to apply the

marketing concepts and marketing mix elements practically and illustrate those through a written report and presentation. The course methodology encourages students to explore for



themselves the role of a marketing manager and the boundaries of marketing. Classroom activities include lecture sessions, case study discussion to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, peer learning, live projects, and analysis of video cases.

Course Content:

Unit-1 : 8 Lecture Hours

Introduction to Marketing: Definition of Marketing, Marketplace and Customer Needs, Customer- Driven Marketing Strategy, Marketing Myopia, Marketing Plan, Building Customer Relationships Marketing, Challenges for 21st century. **Marketing Environment:** Understanding the impact of Macro and Micro environment on Marketing, and Global Marketing environment.

Unit-II : 8 Lecture Hours

Strategic Planning and Marketing Process: Company wise strategic planning, Marketing strategy and marketing mix, managing the marketing effort.

Consumer Markets and Consumer Buyer Behavior: Model of Consumer Behaviour, Factors Affecting Consumer Behaviour, Types of Buying Behaviour, Buyer Decision Process

Unit-III: 6 Lecture Hours

Customer-Driven Marketing Strategy: Market Segmentation and Targeting, Differentiation and Positioning — Frame of Reference, Points of Parity and Difference, Mass Customization

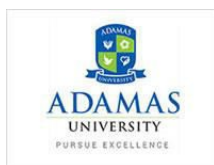
Products, Services and Brands: Product, Service and Brand decisions, Product Life Cycle Strategies Shortened PLC: New Product Development

Unit IV: 8 Lecture Hours

Pricing Decisions: Concept of Price, Factors to Consider When Setting Prices, New Product Pricing Strategies, Product Mix Pricing Strategies, Price Adjustment Strategies, Price Changes, Ease of Price and Product Comparisons because of Technology, Yield Pricing, Dynamic Nature of Pricing.

Unit V: 7 Lecture Hours

Channel Decisions- Distribution, Retailing & Wholesaling: Marketing Channels - Nature, Importance and Value Delivery, Channel Organization, Channel Design and Channel Conflict Decisions, Marketing Logistics and Supply Chain Management, Wholesaling, Retailing, Disintermediation, Role of Distribution in the Digital Era, E-tailing and its Advantages, and Integrated Marketing.



Unit VI: 8 Lecture Hours

Communications: The Promotion Mix, Communication Process, Steps in Developing Marketing Communication, Promotion Budget.

Advertising, Sales Promotion and Public Relations: Including Combining One-to-One and One-to-Many Mapping Due to Technology, Reducing Role of Traditional Media. Personal Selling and Sales Force Management

Reference Books:

1. Kotler, P., Keller, K., Koshy, L., & Jha, M. (2019). *Marketing management: a south Asian perspective* (15th ed.). New Delhi: Pearson.
2. Etzel, M. J., Bruce, J. W., Stanton, W. J., & Pandit, A. (2018). *Marketing* (14th ed.). New Delhi: Tata McGraw-Hill.
3. Perrault, W.D (Jr.), Cannon, J.P., & McCarthy, E.J. (2019). *Basic Marketing*. New Delhi: Tata McGraw-Hill
4. Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing management: global perspective Indian context* (5th ed.). New Delhi: Macmillan.

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam Examination

Scheme:

Components	Internal	Mid Term	End Term
Weightage (%)	30	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
MKT21201	Marketing Management	CO1	3	2	1	2	3	-	2	1		2	1
		CO2	2	1	3	3	3	2	2	2	2		
		CO3	2	3	-	1	-	3	2	1	1	2	3
		CO4	3	2	2	-	-	1	2	2	2		
		CO5	2	1	1	2	2	2	1	1		3	
		CO6	3	2	3	1	3	1	2	2	1		2
		AVG CO	2.5	1.8	1.7	1.5	1.8	1.5	1.8	1.5	1	1.2	1

OLS21202	Strategic Supply Chain Management	L	T	P	C
Version 1.1	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure					

Co-requisites	--
Academic year	2021-22

Course objectives:

1. To get familiar with Supply chain and its functions & how Supply chain management plays an important part in today's business world.
2. State and Analyze the Supply Chain Make or Buy decision.
3. Understand the need of Competitive Supply Chain & distribution strategy.
4. Evaluate the importance of integration in supply chain process.

Course Outcome: At the end of the course, the student will be able to:

CO 1- Discuss the key issues in supply chain management

CO 2- Identify effectiveness of functional issues of Supply Chain Management like demand planning, customer & supplier relationship collaborations, logistics etc in different sectors.

CO 3- Analyse key SCM practices and concepts followed by different sectors and its outcome.

CO 4- Illustrate the fundamental principles of effective leaders and manage in domain of logistics and SCM

CO 5 – Design and develop strategies required for efficient supply chain solutions for business organizations.

Course description:

A supply chain is a system of organizations, people, activities, information, and resources involved in moving a product or service from supplier to customer. Supply chain activities transform natural resources, raw materials, and components into a finished product that is delivered to the end customer. This course will help to understand different functions, types, flows and cycles of SCM and its applications with industries. This course will be covered with real case studies of supply chain strategies and also discuss recent trends in the field of SCM.

Unit-I Overview of Supply Chain**9 Hrs**

Evolution of Supply Chain, Development Chain; Uncertainty & Risk, Key Issues in Supply chain management; Objectives of Supply Chain; Decision Phases in Supply Chain, Process view of Supply Chain.

Unit-I I Types & Flows in Supply Chain**10 Hrs**

Flow of Product Across Supply Chain, The Flow of Information Across Supply Chain, Significance of Finance Flow Across Supply Chain , Made-To-Stock Supply Chain Strategy, Built-To-Order Process in Supply Chain, Assemble-To-Order Model, Significance of Engineer-To-Order.

Unit- III Decisions of Supply Chain**8 Hrs**

Competitive Supply Chain Strategy, Achieving Strategic Fit, Expanding Strategic Scope, Challenges in Achieving & Maintaining Fit , Make or Buy Decision, The Offshoring Decision: Total Cost, Framework For Strategic Alliance, Retailer Supplier Partnership, Push v/s Pull System, Supply Chain Strategy .

Unit-IV Supply Chain performance and Metrics**9 Hrs**

Drivers of Supply Chain Performance, Framework for Structuring Drivers , Facilities, Inventory, Transportation, Information, Sourcing, Pricing ,Factors Influencing Distribution Network Design, Design Options for a Distribution Network, Online Sales and the Distribution Network, Distribution Networks in Practice ,

Unit- V Designing Global Supply Chain Networks**9 Hrs**

The Impact of Globalization on Supply Chain Networks, Risk Management in Global Supply Chains, Evaluating Network Design Decision, Evaluation of Global Supply, Chain Design Decisions Under Uncertainty ,Making Global Supply Chain Design Decisions Under Uncertainty in Practice, Bullwhip Effect, Beer Game.

Suggested Readings:

1. Supply Chain Management: Strategy, Planning, and Operation by Sunil Chopra, Peter Meindl
2. Designing and Managing the Supply Chain Paperback by David Simchi-Levi, Philip Kaminsky
3. Essentials of Supply Chain Management by Michael H. Hugos
4. Copacino W.C. (1997). Supply Chain Management: The Basics and Beyond (The St. Lucie Press/APICS Series on Resource Management). St. Lucie Press, Florida
5. Basics of Supply Chain Management, Lawrence D. Fredendall, Ed Hill

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	10	20	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
OLS21201	Strategic Supply Chain Management	CO1	3	2	1	2	3	-	2	1		2	1	
		CO2	2	2	3	3	3	2	2	2	2			
		CO3	2	-	-	2	-	3	2	2	1	1	2	3
		CO4	3	2	3	-	-	1	2	2	2			
		CO5	2	2	1	2	2	2	2	2	1		3	
		AVG CO	2.4	1.6	1.6	1.8	1.6	1.6	1.6	2	1.4	0.8	1.2	0.7

OLS21203	Logistics Management	L	T	P	C
Version 1.1	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				

Academic year	2021-22
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Course objectives:

The course is designed to help the learners to understand the interrelation between supply chain & logistics, the principles of supply chain networks and the basic concepts of management systems involved in transportation.

Course Outcome: At the end of the course, the student will be able to:

CO 1- Discuss the relation between Logistics and Supply chain

CO 2- List different functions of Logistics

CO 3- Describe the concept of Reverse Logistics

CO 4- Summarize the significance of transportation

CO 5 – Identify the importance of IT in Logistics management

Course description:

This module enables participants to demonstrate an understanding of logistics and its role in supply chain management. Participants will develop the ability to evaluate any logistics operations to which they are exposed and determine if it is working effectively. They will also be able to assess their own roles as operatives in the logistics process with the aim of improving their own performance. This module provides learners with the opportunity to develop an understanding of the logistics process and the various activities that form part of the process.

Unit-I Introduction to Logistics

9 Hrs

Introduction to Logistics ; Logistics Management, Inter-Relation Between Supply Chain and Logistics, 7R's of Logistics ,Customer service and logistics, Two conceptual models of service quality, Key issues and challenges for logistics: The external environment, Manufacturing and supply, Distribution, Retailing, Consumer ,Functions of Logistics , Key **Logistics processes: Approach,Tools and Techniques.**

Unit-II Freight Transport**8Hrs**

Road freight transport: Vehicle Selection, Vehicle Costing , Main vehicle types, Types of operation , Road freight transport: Planning and Resourcing, Vehicle routing and scheduling issues, Manual & Computer based methods of vehicle routing and scheduling , Rail Transport: Overview of Rail transport, strengths and weaknesses , Air Transport: Air cargo handling, Types of air freighter, Documentation, Air Hubs & Spokes, Airfreight Pricing, Air cargo security. Reverse Logistics : Reasons of reverse logistics , activities & functions.

Unit- III Maritime Transport & Inter-modal Equipment**10 Hrs**

Structure of the industry : Common shipping terms , Surcharges, Documentation , Vessel classification, Common ship types and their cargoes , Ports and cargo handling, Other factors , Inter-modal equipment & handling : Inter-modal vehicles, Inter-modal infrastructure , Operation Research in LSCM Decision Making , Programs to Improve Quality and Productivity in logistics & supply chain .

Unit-IV Transportation Network Analysis**8 Hrs**

Transportation Problem: Northwest Corner method, Minimum cost method, Vogel's approximation method, Row Minimum Method, Column Minimum Method , Transportation Problem: Row Minimum Method, Column Minimum Method, Plant Location Methods: Factor-rating systems, Network Analysis, The role of distribution centers and warehouses.

Unit- V Role of IT**10 Hrs**

Role of Supply Chain Information Technology, Enterprise-wide information systems, Network Strategy, Warehouse management systems, Forecasting and inventory management systems , Role of Information Technology in Logistics, EDI, RFID, Bar-coding & Scanning, Customer Relationship Management, Supplier Relationship Management, Risk Management in IT , IT Infrastructure, The Role of IT in Transportation Transport Management System .

Suggested Readings:

1. Handbook of Logistics and Distribution Management by John Gattorna
2. Supply Chain Management Strategy, Planning & Operation by Sunil Chopra and Peter Meindl
3. Logistics Management by P. Fawcett, R. McLeish and I. Ogden
4. Textbook of Logistics & Supply Chain Management by D K Agrawal; Mecomillan Publishers

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	10	20	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
OLS21203	Logistics Management	CO1	3	2	1	2	3	-	1	1		2	1
		CO2	2	1	3	2	2	2	2	1	2		
		CO3	1	3	-	1	-	2	2	1		2	3
		CO4	2	1	2	3	2	2	2	1	1		
		CO5	2	1	3	2	2	3	2	1	1	2	1
		AVG CO	2	1.6	1.8	2	1.8	1.8	1.8	1	0.8	1.2	1

OLS22209	Recent Trends in Supply Chain Management	L	T	P	C
Version 1.1	Contact Hours -15	0	0	0	1
Pre-requisites/Exposure					
Co-requisites	--				
Academic year	2021-22				

Course objectives:

1. Discuss the latest trends in supply chain and logistics
2. Explain the modern tech driving supply chain and logistics
3. Describe the future of supply chain services.

Course Outcome: At the end of the course, the student will be able to:

CO 1- Discuss about the mandatory documents for the transportation of goods and operations related documents.

CO 2- Explain the operations related documents, procedures to follow while dealing with operations escalation.

CO 4- Discuss latest Supply chain services.

Course description:

This course is designed to provide basic knowledge and understanding of contemporary developments in the field of Supply Chain Management and Logistics.

Unit-I VMI & Lean Supply Chain

5 Hrs

Vendor Managed Inventory, Cross-docking, Lean & Agile Supply Chain, Green Supply Chain.

Unit-II Modern Tech in Supply Chain 5 Hrs

Augmented Reality, Artificial Intelligence, Internet of Things, Cloud computing, Hyper local Logistics, Digitization in Supply Chain

Unit- III Future Supply Chain Service 5 Hrs

Supply Chain Resilience , Omni channel Services, Supply Chain as a Service (SCAAS).

Suggested Readings:

1. Handbook of research on industrial applications for improved supply chain performance, Briones Peñalver, Antonio Juan, George Leal Jamil, Jorge Luis García-Alcaraz, Liliana
2. VMI Vendor-Managed Inventory a Clear and Concise Reference, Emereo Pty Limited
3. Blockchain and Supply Chain Management, Nir Kshetri
4. Technology in Supply Chain Management and Logistics, Anthony M. Pagano, Matthew Liotine

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**Examination Scheme:**

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	10	20	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
OLS22204	Workshop on Recent Trends in Supply Chain Management	CO1	3	2	3	2	3	-	1	1		2	1
		CO2	2	2	3	2	2	2	2	1	2		1
		CO3	3	3	-	1	-	3	2	2		2	3
		CO4	2	1	2	3	2	2	2	1	1		
		CO5	2	1	2	3	3	3	2	1	1	2	1
		AVG CO	2.4	1.8	2	2.2	2	2	1.9	1.1	0.8	1.1	1.1

1= weakly mapped

2= moderately mapped

3=strongly mapped

OLS21208	Procurement and Inventory Management	L	T	P	C
Version 1.1	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				
Academic year	2021-22				

Course objectives:

The basic objective of this subject is to impart understanding of procurement, its functions and provide knowledge of key issues related to Inventory management in the current coordinated and collaborative supply chain environment.

- Develop strategic purchasing plans & discuss how to improve internal customer service
- Explore many ways of reporting key performance indicators (KPIs)
- Understand the most important competencies for purchasing personnel
- Understand the importance of inventory & the role it plays in the profitability of the company
- Apply best methods to optimize the investment in inventory

Course Outcome: At the end of the course, the student will be able to:

CO 1 - Discuss the importance of purchasing

CO 2- Outline the Buyer-Supplier relationship

CO 3 - Differentiate between Procurement and Purchasing

CO 4 - Analyse the Pricing and revenue management in different conditions

CO 5 - Examine various kinds of Inventory techniques and way of controlling it.

Course description:

Modern companies need procurement improvements to allow organizations to meet their strategic objectives. This course promotes best practice in procurement activities and working on the 'right' issues of compliance, creativity and supply market knowledge. It establishes how to measure purchasing and contract contributions so that these critical functions are recognized as core competencies.

Unit-I Purchasing

9 Hrs

Purchasing

Purchasing Function & Its Importance, Purchasing Principles, Procedures and Systems, Purchasing Metrics ,Importance of Seller-Buyer Relations, Negotiation and Factors of Negotiation ,Codification, Price Analysis, Market structure.

Unit-I I Procurement**9Hrs**

Sourcing in Supply Chain, Supplier Selection - Auction & negotiation , Contract, Risk Sharing & Supply Chain performance, Procurement Process, RFP & RFQ, Risk Management & Sourcing,

Unit- III Pricing and Revenue Management**9 Hrs**

Role of Pricing & Revenue Management in SCM, Pricing & Revenue Management for Perishable Assets , Pricing & Revenue Management for Seasonal Demand , Pricing & Revenue Management for Bulk & Spot Contract.

Unit-IV Inventory Management**9 Hrs**

Introduction to Inventory Management, Role, Function & Types, Components of Inventory, Role in Supply Chain, Role in Competitive Strategy, Inventory Cost, Need to Hold Inventory , Managing Inventory, Inventory Models , Inventory Systems: A Single-Period Inventory Model, Multi Period Inventory Systems

Unit- V Inventory Control**9 Hrs**

Inventory Control and Supply Chain Management, Meaning, Objectives & Benefits of Inventory Control, ABC Inventory Planning, Inventory Accuracy and Cycle Counting, Managing uncertainty in Supply Chain, safety in inventory, Standardization: Advantages, Disadvantages, Simplification.

Suggested Readings:

1. Procurement, Principles & Management (11th edition) By Peter Bailey, David Farmer, Barry Crocker, David Jesson and David Jones
2. Supplier Evaluation & Performance Excellence By Sherry R. Gordon
3. Essentials of Inventory Management by Max Muller
4. Achieving Effective Inventory Management by John Schreibfeder
5. Inventory Accuracy: People, Processes, & Technology by David J. Piasecki
6. Ballou, Business Logistics/Supply Chain Management, Pearson Education.
7. A Supply Chain Perspective, Thomson South-Western, 2003.
8. Gattorna, J., Gower, Handbook of Supply Chain Management, 2003.
9. Lambert, D. and Stock, J., Strategic Logistics Management, Irwin, 1993.
10. Upendra Kachru, Exploring the Supply Chain – Theory and Practice, Excel Books, New Delhi.

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**Examination Scheme:**

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	10	20	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
OLS21208	PIM	CO1	3	2	1	2	3	-	1	1		2	1

	CO2	2	1	3	2	2	2	2	1	2		
	CO3	1	3	-	1	-	2	2	1		2	3
	CO4	2	1	2	3	2	2	2	1	1		
	CO5	2	1	3	2	2	3	2	1	1	2	1
	AVG CO	2	1.6	1.8	2	1.8	1.8	1.8	1	0.8	1.2	1

MKT21202	Research Methodology	L	T	P	C
Version 1.0	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure	Understanding marketing functions				
Co-requisites	Understanding Management Process				
Academic year	2020-21				

Course objectives:

1. To develop and understand the process of Marketing Research.
2. Identify sources of information and different research methods.
3. Analyse and interpret both qualitative and quantitative data,

Course Outcomes

On completion of this course, the students will be able to:

CO1: Identify research problem, design of different types of research and design of scale.

CO2: Integrate different techniques of data collection and development of questionnaire

CO3: Develop basic understanding of sampling techniques

CO4: Acquire the skills of data preparation and graphical presentation of data

CO5: Illustrate application of different tools of data analytics and hypothesis testing

CO6: Apply the application of multivariate techniques under different marketing problem.

Course Description:

Marketing Research is concerned, primarily, with the systematic gathering and analysis of primary and secondary information to significantly reduce uncertainty in major marketing problem areas.

Topics covered in this module include:

Unit-I Introduction to Marketing Research, Marketing Research Process, Formulation of research problem; Research Design : Exploratory and Conclusive research Design; Scaling techniques: 8L

Unit-II Non Comparative Scaling Techniques, Reliability and Validity of Scales;

5L

Unit-III Data Collection Methods: primary and Secondary Data, Sources of Secondary Data

.Conducting review of literature; Survey and Questionnaire Design : Form and layout , Pilot testing 12L

Unit-IV Sampling Techniques: Probability and Non Probability Sampling Techniques, Sample Size determination.

Data Coding and Data Preparation: Tabulation Graphical presentation and frequency distribution. 6L

Unit-V Hypothesis Testing: Concepts, Parameter and Non parametric Testing, Use of Statistical Software; Correlation and Regression: Bivariate Correlation and Regression; Analysis of Variance: One way, Two Way 7L

Unit-VI Factor Analysis: Introduction and Application in Marketing Research; Introduction to Multivariate Analysis: Ethical issues in Marketing Research; Project report writing: Types of report, Format of writing the report. 8L

Text Book(s):-

TH1: C. R.: Research Methodology, Methods and Techniques; New Age International Publishers

TH2: Bryman, A & Bell E , Business Research Method, Oxford, 3rd edition

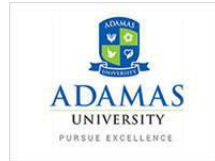
TH3: Aaker, D. (2009). Marketing Research (9thed.). San Francisco: Wiley

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
MKT21202	Research Methodology	CO1	3	2	3	2	3	-	1	1		2	1
		CO2	2	2	3	2	2	2	2	1	2	-	1
		CO3	3	3	-	1	-	3	2	2		2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		CO5	2	2	2	-	2	3	3	2	3	-	3
		CO6	1	2	3	2	2	1		3	2	1	2
		AVG CO	2.2	2	2.6	2	2.2	2.2	2	1.7	2	1.7	2



FAC21212	Cost & Management Accounting	L	T	P	C
Version 1.0	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure	Basic knowledge of Fundamentals of Costing such as calculation of cost, revenue and profit				
Co-requisites	Knowledge of classification of data, data presentation				

Course Objectives:

1. To help the students to develop cognizance of the importance of management accounting in decision making process
2. To enable students to describe how people analyze the product mix under different conditions and understand how people describe the unique characteristics of Cost Volume Profit Analysis and Variance Analysis
3. To provide the students to analyze specific characteristics of Supply Chain Industry and their future action for cost and income
4. To enable students to synthesize related information and evaluate options for most logical and optimal solution such that they would be able to predict and control cost incurrence and improve results.

Course Outcomes

On completion of this course, the students will be able to

CO1 Understand the concept of Cost and Management Accounting to understand the managerial Decisions and cost sheet

CO2. Applying the concept of activity based costing in bringing efficiency in cost control and Acquiring necessary skill set to solve marginal costing problems

CO3 Understanding and Applying the concept of Standard costing in cost control

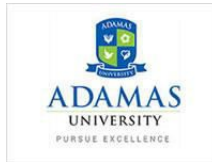
CO 4 Applying the different budgeting concepts as cost control measure

CO 5 Demonstrate how the concepts of costing could integrate while identification and resolution of problems pertaining to product mix, sales mix and breakeven point

CO6 Creating competency to make use of different contemporary techniques to solve managerial problems

Course Description:

The main objective of cost and management accounting is to help students to acquire and develop skills to take rational decisions in the process of product mix and assessment of



product cost, transport cost, BEP, Margin of Safety have always been regarded as important in cost analysis in organizations.

Costing aspects are critical in each aspects of management and equally so for the effective management of Resources. In view of this, Management Accounting has assumed great importance. This course is designed primarily for students who are being exposed to cost classification, cost sheet and other aspects of Material, Labour and overheads.

This course covers the explanations about the cost concepts in the organizational context; it details the impact of material, Labour, overheads on Product Cost Statement. The course also focuses on understanding of identification of Cost and framing of strategies and scenarios required to select and develop product line

Course Content:

Module 1

9 Lecture Hours

Introduction and Accountants Role in the organization, Uses of Managerial Accounting and how it adds value-Introduction to Cost Management, Introduction and Management Accountants Role in the Organisation, Overview of Costs type and decision making, Cost Allocations, Appropriation, Allocation and Absorption of Costs; Appropriation, Allocation and Absorption of Costs - Exercises and Problem Solving.

Module 2

9 Lecture Hours

Activity Based Costing-Process of ABC and its Utility; Activity Based Costing - Exercises and Problem Solving, Cost Volume Profit Analysis; Essentials of CVP Analysis and Operating Leverage; Essentials of CVP Analysis and Operating Leverage- Exercises and Problem Solving; Marginal Costing; Marginal Costing - Exercises and Problem Solving.

Module 3

6 Lecture Hours

Relevant Costing; Decision Making and Relevant Information; Relevant Costing -Exercises and Problem Solving; Standard Costing; Tools for Operational Control; Standard Costing - Exercises and Problem Solving

Module 4

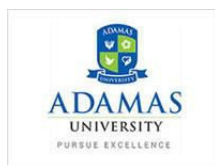
9 Lecture Hours

Planning: Master Budget; Budgets and Budgeting Cycles, Advantages, Steps in Developing Operating Budgets; Cash Budgets - Exercises and Problem Solving; Flexible Budgets - Exercises and Problem Solving; Cost Variances - Exercises and Problem Solving

Module 5

6 Lecture Hours

Pricing Decision; Pricing Decisions and Cost Management - Exercises and Problem Solving; Services Costing; Transport, Hospital and Hotel Costing - Exercises and Problem Solving.



Module 6

6 Lecture Hours

Strategy, Balance Score Card; Strategy Implementation and Strategic Analysis of Operating Income - Problem Solving, Case Analysis & Discussions; Management Control Systems; Transfer Pricing; Transfer Pricing - Exercises and Problem Solving

Reference Books

1. Managerial Accounting: Ronald W Hilton, G Ramesh, M Jayadev, Tata McGraw-Hill
2. Cost Accounting: A Managerial Emphasis by Charles T. Horngren, Srikant M. Datar and George Foster, PHI Private Limited
3. Cost Accounting: A Managerial Emphasis by Horngren, Datar, Foster, Rajan and Ittner, Pearson.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Scheme:

Components	Mid Term	Attendance	Class Assessment	End Term
Weightage (%)	20	10	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
FAC21212	Cost & Management Accounting	CO1	3	1	3	2	3	-	1	1	1	2	1
		CO2	2	2	3	-	2	2	2	1	2	-	1
		CO3	3	3	2	3	-	3	1	2	-	2	3
		CO4	2	1	2	3	2	2	2	1	1	1	2
		CO5	3	3	2	3	-	3	1	2	2	2	3
		CO6	2	1	2	3	2	2	2	1	1	1	-
		AVG CO	2.5	1.8	2.3	2.3	1.5	2	1.5	1.3	1.1	1.3	1.6

FAC21210	Financial Management	L	T	P	C
Version 1.0	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure	Understanding basic financial terms				
Co-requisites	--				
Academic year	2020-21				

Course objectives:

1. Provide an in-depth view of the process in financial management of the firm
2. Develop knowledge on the allocation, management and funding of financial resources.
3. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario.
4. Enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also longer-term dealing, which involves major capital investment decisions and raising long-term finance

Course Outcomes

On completion of this course, the students will be able to:

CO1: Explain the concept of fundamental financial concepts, especially time value of money

CO2: Apply capital budgeting projects using traditional methods.

CO3: Analyze the main ways of raising capital and their respective advantages and disadvantages in different circumstances

CO4: Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting

Course Description:

Finance considers the requirements for financial information both external and internal to the organisation and the role of finance professionals as key players in a dynamic and ever-changing business environment, encompassing key decisions and the fundamental principles of Business. Classroom activities including lectures, discussions and case studies (topped up with role play) will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, analysis of video cases and debates. Class participation is a fundamental aspect of this course. Students will be encouraged to actively take part in all

group activities and to give an oral group presentation. Students will be expected to interact with media resources, such as, web sites, videos, and newspapers etc.

Course Structure

Unit 1: Nature of Financial Management **10L**

Finance and related disciplines; Scope of Financial Management; Profit Maximization, Wealth Maximization - Traditional and Modern Approach; Functions of finance – Finance Decision, Investment Decision, Dividend Decision; Objectives of Financial Management; Organization of finance function; Concept of Time Value of Money, present value, future value, and annuity.

Unit 2: Risk & Return **10L**

Historical return, expected return, absolute return, holding period return, annualized return, arithmetic & geometric return; Risk - Systematic & unsystematic risk – their sources and measures.

Unit 3: Long -term investment decisions **10L**

Capital Budgeting - Principles and Techniques; Nature and meaning of capital budgeting; Estimation of relevant cash flows and terminal value; Evaluation techniques - Accounting Rate of Return, Net Present Value, Internal Rate of Return & MIRR, Net Terminal Value, Profitably Index Method.

Unit 4: Concept and Measurement of Cost of Capital **10L**

Explicit and Implicit costs; Measurement of cost of capital; Cost of debt; Cost of perpetual debt; Cost of Equity Share; Cost of Preference Share; Cost of Retained Earning; Computation of over-all cost of capital based on Historical and Market weights. Capital Structures: Approaches to Capital Structure Theories - Net Income approach, Net Operating Income approach, Modigliani-Miller (MM) approach, Traditional approach, Capital Structure and Financial Distress, Trade-Off Theory.

Unit 5: Dividend Policy Decision **10L**

Dividend and Capital; The irrelevance of dividends: General, MM hypothesis; Relevance of dividends: Walter's model, Gordon's model; Leverage Analysis: Operating and Financial Leverage; EBIT -EPS analysis; Combined leverage.

Unit 6: Working Capital Management **10L**

Management of Cash - Preparation of Cash Budgets (Receipts and Payment Method only); Cash management technique, Receivables Management – Objectives; Credit Policy, Cash Discount, Debtors Outstanding and Ageing Analysis; Costs - Collection Cost, Capital Cost, Default Cost, Delinquency Cost, Inventory Management (Very Briefly) - ABC Analysis; Minimum Level; Maximum Level; Reorder Level; Safety Stock; EOQ, Determination of Working Capital.

Text Book(s):-

1. Financial Management by I M Pandey (Vikas Publication)

Reference Book(s):-

1. Bhalla, V.K. (2009). *Financial Management*. New Delhi: Anmol Publications
2. Brealey, R. R., Myers. S., Allen, F., & Mohanty, P. (2009). *Principles of corporate finance* (8th ed.). New Delhi: Tata Mc-Graw Hill.
3. Brigham, E F., & Davis, P. (2009). *Intermediate financial management* (10th ed.). USA: South Western.
4. Brigham, E. F., & Houston, J. F. (2007). *Fundamentals of financial Management* (11th ed.). USA: Thomson.
5. Chandra, P. (2008). *Financial management* (7th ed.). New Delhi: Mc-Graw Hill
6. Hickman, K. A., Hunter, H. O., & Byrd, J. W. (2008). *Foundations of corporate finance* (2nd ed.). USA: South Western.
7. Horne, V. (2008). *Fundamentals of financial Management* (12th ed.). New Delhi: Pearson Education.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination
Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
FAC21210	Financial Management	CO1	3	2	3	2	3	-	1	1	-	2	1	
		CO2	2	2	3	2	2	2	2	1	2	-	1	
		CO3	3	3	-	1	-	3	2	2	2	-	2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-	-
		AVG CO	2	1.8	1.5	2	1.8	1.5	1.8	1	0.8	1	1	1

OBH21202	Human Resource Management	L	T	P	C
Version 1.0	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure	Graduation level Knowledge				
Co-requisites	--				
Academic Year	2020-2021				

Course Objectives:

The objective of the course is to educate the student such that he/she understands:

1. To help the students to understand the role of HRM in effective business administration and how HRM can be used as a tool to execute strategies.
2. To enable the students in order to analyze the elements such as the environment surrounding each company and their vision, values and strategies; how these elements relate to the various parts of HRM, such as HR policy, organizational structure, HR systems (recruitment, placement, evaluation, compensation and development) and organizational culture.
3. To help the learners to look at numerous problems of HRM and their causes, and what action plans should be implemented in order to solve these problems.

4. To help the students to gather the in depth knowledge of human resource management in modern organizations.
5. To make the students familiar with the new HRM practices and processes.

Course Outcome

On completion of this course the students will be able to:

- CO1: Discuss the concept of human resource management and its key areas in the organizations.
- CO2: Develop the importance of key approaches to Human Resource Planning, Job Analysis, Recruitment, Selection, and Placement, the operation of Performance Management System, Training and Development programmes in organization.
- CO3: Analyse the requirement of maintaining healthy industrial relation in workplace.
- CO4: Examine what motivates employees in the workplace and how to retain and develop them in the organizations.

Course Description:

As Human Resource Management links people-related activities to business strategy, this course develops a critical understanding of the role and functions of the various human resource activities in an organisation by providing students with a comprehensive review of key HRM concepts, techniques and issues such as job analysis and design, recruitment and selection, evaluation, performance management, occupational health and safety, as well as the strategic contribution of HRM to organisational performance and evaluating HRM effectiveness. Working with contemporary case studies, students not only engage in collaborative and individual work processes but use communication and discourse characteristic of the HRM context and environment. At the end of the course, each student should be able to know, comprehend, apply, analyze and evaluate the HR issues in the organizations to facilitate the development of better understanding of human resources issues as they relate to other managerial functions, HRM practices, and the ability of managers and the organization to achieve prescribed goals.

Course Contents

Unit-I: [6 L]

Fundamentals of HR Management: Concepts and Perspectives, Corporate Objectives and Challenges of HR in a Dynamic Environment, Scope and Coverage, Structure and functions of HR Department, Role of HR Manager. HRD objectives, process, Assessment of HRD Needs, HRD Methods, Developing Managerial Skills for: Team Management, Collaboration, Interaction across Business Functions.

Unit II [7 L]

Human Resource Planning: Definition, Objective, Process of HRP. Supply and Demand Forecasting Techniques, Manpower Inventory, Career Planning & Development, Succession Planning, Personnel Policy, Rightsizing, Restructuring, Human Resource Information System (HRIS), Strategic Planning, Job Analysis, Case study.

Unit III [8 L]

Recruitment and Selection: Process, Sources, Methods of selection, Interviewing Methods, Skills and Errors.

Performance Management: Potential Assessment and Competency Development. Purpose, Methods, Appraisal Instruments, 360 degree Appraisal, HR Score Card, Errors in Appraisal, Potential Appraisal, Case Study.

Unit IV [6 L]

Training and Development: Training Process and Methods, Training and Non-Training, Training Process; Designing, Implementation and Evaluation of Training Programmes, Induction Training. Management Development Programme, Case Study.

Unit V [7 L]

Compensation and Reward Management: Concepts, Components; Concepts of Wages, System of Wage Payment, job evaluation, wage/ salary fixation, incentives, bonus, ESOPs, Fringe Benefits, Retirement Benefits. Compensation Plans.

Unit VI [7 L]

Industrial Relations in India Parties; Management and Trade Unions, Industrial Disputes: Trends, Collective Bargaining, Settlement Machineries, Role of Government, Labour Policy in India Unit of compensation. Grievance Redressal Process, Dispute Resolution and Conflict Management Techniques, International Dimensions of HRM.

Employee Empowerment, Parties; Management and Trade Unions, Industrial Disputes: Trends, Collective Bargaining, Settlement Machineries, Role of Government, Labour Policy in India. Case Study.

Unit VII [4 L]

Strategic HRM

Meaning, Strategic HRM vs Traditional HRM, SHRM Process, Nature of e-HRM, e-Recruitment & Selection, e-Performance Management, e-Learning.

Suggested Reading

Text Books

T1: K Aswathappa, Human Resource and Personnel Management, Tata McGraw-Hill Education, 2017.

T2: Gary Dessler, "Human Resource Management", Seventh Edition, Prentice-Hall of India

T3: VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books
 T4: Bennis M & J Casson: The Manpower Planning Handbook, McGraw Hill

Reference Books

R1: Walker J W: Human Resource Planning, MGH
 R2: William B. Werther Jr. and Keith Davis “Human Resource Management”. New Jersey: McGraw Hill.
 R3: Martin, J. (2010). Key concepts in human resource management: New Delhi: Sage Key Concepts Series.
 R4: Mello, J. A. (2010). Strategic Human Resource Management (3rd ed.). India: Cengage learning.
 R5: Sangvi Seema - Human Resource Management: Excel Books
 R6: Dessler, G. (2008). Human resource management (11th ed.). New Delhi: Pearson Prentice Hall

Modes of Evaluation: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Mid Term	End Term
Weightage (%)	30	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
OBH21202	Human Resource Management	CO1	3	2	3	2	3	-	1	1	-	2	1
		CO2	2	2	3	2	2	2	2	1	2	-	1
		CO3	3	3	-	1	-	3	2	2		2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		AVG CO	2	1.8	1.5	2	1.8	1.5	1.8	1	0.8	1	1

MGT21205	STRATEGIC MANAGEEMNT	L	T	P	C
Version 1.1	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure	Basic knowledge on Functional areas of Management				
Co-requisites	Concepts of Management Functions				
Academic Year	2020-2021				

Course Objectives:

1. Understand the basic concepts and principles of strategic management

2. Analyse the internal and external environment of business
3. Develop and prepare organizational strategies that will be effective for the current business environment.
4. Strategy implementation, project implementation, procedural implementation, resource allocation, budgets, organization structure, matching structure and strategy
5. Symptoms of strategy malfunctioning of strategy, organization anarchies, operations control and strategic control, measurement of performance, corporate - level strategic analysis, business -level strategic analyses and strategic plan.
6. Ecommerce business model and strategies, internet strategies for traditional business, key success factors in E-commerce.

Course Outcomes

At the end of the course, the student will be able to learn and practice:

Course Outcomes for Business Strategy

CO- 1 Identify the basic concepts and principles of strategic Business analysis the internal and external environment of business.

CO-2 Develop and prepare organizational strategies that will be effective for the current business environment.

CO-3 Devise strategic approaches to managing a business successfully in a global context.

CO-4 Integrate the nature and dynamics of the strategy formulation and implementation processes as they occur in complex organizations.

CO-5 Demonstrate to think critically and strategically in various strategic issues.

Course Description:

The broad goal of Business Strategy is to cut across the whole spectrum of business and management. The purpose of the course is to help support the creation of a holistic understanding of the firm - about the industry and the competitive environment in which it operates. Moreover strategy formulation, implementation and measurement are three major areas students will come across.

Course Structure

Unit-I

Introduction to Strategic Management- Evolution of Strategic Thinking - Views of Eminent Thinkers, Strategic vs. Operational Management, Strategic Management Process, Levels of Strategy (Corporate, Business, Functional).

Unit-II

The Environment (Porter's Five Forces Framework, PESTEL, Strategic Gaps, SWOT; Challenges in International Business Environment; Hofstede Cultural Dimensions, Internationalization).

Unit-III

Strategy Development: Multiple approaches - Strategic Planning System, Logical Incrementalism, Learning, Organization, Strategic Leadership. Implications - Intended, Realized, Emergent Strategy - Strategic Drift. Corporate-level Strategy: Value Creation and the Corporate Parent- Portfolio Manager (Eg. BCG, GE Matrices), Synergy Manager, Resource Allocator, Restructurer, Parental Developer. Managing the Corporate portfolio - BCG, GE Matrices.

Unit-IV

Product/Market Diversity Related/Unrelated Diversity. International Strategy-Market Selection and Entry. Business-level Strategy: Generic Strategies; Cost Leadership, Product Differentiation, Focus; The Hybrid Strategy. Directions for Strategy Development: Product Development, Market Development, The TOWS matrix. Strategy Implementation: McKinsey 7S Framework, Competing for Future: Beyond Restructuring and Re-engineering. Emerging Strategy Paradigms - Unlearning Curve, Strategy as Stretch and Leverage, Co-Creation.

Unit- V

Expectations and Purposes: Organizational Purposes, Stakeholder Mapping, Communicating, Organizational Purposes (Core Values & Ideology, Vision, Mission, Objectives), Strategic Capability: Critical Success Factor - Experience Curve - Strategic Capability - Resources – Core Competence - Competition View of Strategy vs. RBV, Value Chain Analysis.

Unit- VI

Strategic Alliances and Joint Ventures: Franchising - Licensing - Motives and Types - Successful JVs Life Cycle of a JV - JV Failures. Mergers & Acquisition: Organic Vs. Inorganic Growth - Theories of M&A - Types and Motives - Synergy - Financing (LBO) — Issues leading to failure of M&A's.

TH-1. Bartlett, C. A., Ghoshal, S., & Beamish, P. W. (2009). Transnational management: Text, cases & readings in cross-border management (6th ed.). London: McGraw-Hill

TH-2. Grant, R. M. (2010). Cases to accompany contemporary strategy analysis (7th ed.). London: John Wiley.

TH-3. Porter, M. E. (2004). Competitive strategy. (2004). New York: Simon & Schuster

TH-4. Prahalad, C. K., & Krishnan, M. S. (2008). The New Age of innovation: Driving co created value through global networks. New York: McGraw Hill.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
MGT21205	Strategic Management	CO1	3	2	3	3	-	3	1	1	-	2	1
		CO2	2	3	3	2	2	2	2	1	2	-	1
		CO3	3	3	-	1	-	3	3	2	-	2	3
		CO4	2	1	2	2	2	2	2	1	2	-	
		CO5	2	2	2	-	2	3	3	3	3	-	3
		AVG CO	3	2	3	2	2	3	2	1	2	2	2

OLS21207	Global Trade operations & forwarding	L	T	P	C
Version 1.1	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				
Academic year	2021-22				

Course objectives:

1. The objective of the course is to familiarize students about Global Trade operations, and the role of Forwarders in International Trade
2. This will help the students in understanding the complexities of International trade
3. All Logistics and supply chain professionals must have a clear understanding of the Global Trade operations and documentations involved in Trade.
4. This will not only enable them to do analytical thinking to maximize the efficiency of the firm, but also make them understand the significance of 3 PLs in International Trade

Course Outcome: At the end of the course, the student will be able to:

CO 1. Understand the need of International trade globally

CO 2. Understand the significance of 3PLs

CO 3. Analyse and prepare the trade documents

CO 4. Develop understanding of barriers of Trade

CO 5. Learn about Regulatory authorities and Government policies related to trade

Course description:

This course is designed to provide students with an understanding of the complexities of global trade, its impact on logistics, and key areas of concern for international logistics managers. This course introduces the theoretical foundations of logistics and supply chain management with an international focus.

Unit-I Introduction to International Business**9 Hrs**

Global Business Environment, Importance of Int. Business , Problems and risks involved in Int. business & solutions , International marketing sales channel, Free Trade Theory-Absolute advantage, Comparative advantage & opportunity cost, Technology & factor endowments in trade.

Unit-II Trade Barriers**9Hrs**

Tariff, Quotas & non-tariff barriers: Definitions & types , Economic effects of Tariff & Quotas on national income , Political economy of non tariff barriers and their implication ,Regulatory Authorities & Government Policies, Role of Department of Commerce & Finance Ministry , Balance of Payments and Balance of Trade: Meaning & components , Equilibrium & Dis-equilibrium in BOP.

Unit- III EXIM process**10 Hrs**

Elements of export & import contract, Procedure & Documents required for shipment of cargo, Containerization Types of containers & dimensions, Container stuffing ,Multi modal Transport , Letter of Credit & other payment terms, Bill of Lading & its types, Methods of payment & risks , INCOTERMS, Sea freight Export & Import Documentation / Cargo Flow.

Unit-IV International Trade Bodies**8 Hrs**

SAARC/SAPTA , ASEAN, Regionalism: EU & NAFTA , Multilateralism & WTO , FDI : types & issues, International Debt crisis , Functions of GATT, UNCTAD, IMF, World Bank & Asian Development Bank .

Unit- V Different Service providers**9 Hrs**

Services offered by various service providers in international business-Freight Forwarders, Feeders /Hub & Spoke Operations ,CHA, NVOCC , Freight rates and basis of calculation, Freight Surcharges and Role of FMC ,Cargo (marine) insurance, Credit insurance , Modes of international transport – Risk & differentiation in services provided , Packing and marking.

Suggested Readings:

1. Cherunilam, F - International Trade and Export Management
2. Krishnaveni Muthiah- Logistics Management and World Seaborne Trade
3. Khanna K K - Physical Distribution Management : Logistical Approach

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**Examination Scheme:**

Components	Internal	Attendance	Mid Term	End Term
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Weightage (%)	30	10	20	40
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Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
OLS21207	Global Trade operations & Forwarding	CO1	3	2	3	2	3	-	1	1		2	1
		CO2	2	2	3	2	2	2	2	1	2	-	1
		CO3	3	3	-	1	-	3	2	2	-	2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		CO5	2	2	2	-	2	3	3	2	3	-	3
		AVG CO	2.4	2	2.5	2	2.25	2.5	2	1.4	2	2	2

OLS21206	Warehouse Management	L	T	P	C
Version 1.1	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				
Academic year	2021-22				

Course objectives:

1. The basic objective of this Subject is to get familiar with warehousing its functions

Course Outcome: At the end of the course, the student will be able to:

CO 1. Understand the concept of warehousing and elements of warehousing design

CO 2. Differentiate between Centralized and Decentralized storage

CO 3. Learn about the various warehouse processes

CO 4. Practice warehouse value added services

CO 5. Discuss about the warehouse safety and ergonomic material handling methods

Course description:

This course is designed to help students to understand warehouse functions, processes, organization and operations. It includes analysis of warehouse location, operation, management, controls, procedures, finance, security, cargo/materials handling, and productivity.

Unit-I Introduction

9 Hrs

Introduction to Warehousing ,Evolution of Warehousing, Strategic Warehousing ,Principles of warehousing , Need of Warehousing, Types of Warehouses & Storage Policies , Functions of

Warehouse ,Warehouse Operations ,Warehouse Operations ,Significance of Warehouse in SCM ,Elements & Principles of Warehouse Design ,Location Analysis ,Classification of location decision problems.

Unit-II Storage & Handling system

9Hrs

Pallet movement, Pallet stacking , Palletized storage, Palletized storage – comparison of systems , Case Study discussion - Storage and handling systems (palletized) , Centralized warehousing system , Decentralized system ,MHE's : Truck attachments, Long loads , Cranes, Conveyors, Automated guided vehicles ,

Unit- III Cold Chain SCM**8 Hrs**

Fundamentals of Cold Supply Chain , Elements of Cold chain logistics , Overview of Segments of Cold Supply Chain, its objectives , Segments of Cold Supply Chain - functions , Classification of Cold Chain , Cold Supply Chain Trends in India , Challenges of Cold Supply Chain.

Unit-IV Warehousing Ops & Value-Added Services**10 Hrs**

Receiving and Put Away , Pick and Pack , Concept of Packaging , Packaging and Labeling , Kitting and Assembling , Order Management System , Vendor Managed Inventory . FF & E-FF, Repacking Other VAS ,

Unit- V Warehouse Management System**9 Hrs**

Introduction to Warehouse management system , **WMS Functions and Activities** ,**Data capture and transmission** , Performance monitoring , Hands-on training on WMS, WMS Live by Operations Team.

Suggested Readings:

1. Warehouse Management: A Complete Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse by Gwynne Richards
2. Warehouse Management - Automation and Organisation of Warehouse and Order Picking Systems by Hompel, Michael, Schmidt, Thorsten
3. Warehouse Distributions and Operations Handbook by David Mulcahy

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**Examination Scheme:**

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	10	20	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
OLS21207	Warehouse Management	CO1	3	2	3	2	3	-	1	1		2	1	
		CO2	2	2	3	2	2	2	2	1	2		1	
		CO3	3	3	-	1	-	3	2	2		2		3
		CO4	2	1	2	3	2	2	2	1	1	-	-	-
		CO5	2	2	2	-	2	3	3	2	3	-		3

		AVG CO	2.4	2	2.5	2	2.3	2.5	2	1.4	2	2	2
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OLS21209	Commercial Geography	L	T	P	C
Version 1.1	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				
Academic year	2021-22				

Course objectives:

The objective of the course is to familiarize students about Global Trade routes used in International Trading and Business. Commercial Geography is core for Logistics and Supply Chain professionals, it is equally important from the point of view of general awareness for other industry professionals as well. This will not only enable them to understand the geographical restrictions of trade, but also help them in analyzing the best trade route for business transactions between various players.

Course Outcome: At the end of the course, the student will be able to:

- CO 1 - Discuss the fundamentals of commercial geography
- CO 2 - Explain the factors affecting commercial trade
- CO 3 - Describe the major trade routes in domestic and international sectors
- CO 4 – Understand documentation process and major entities involve in Global and domestics Supply Chain
- CO 5 - Categorize the major ports and the commodities they largely deal with.

Course description:

Commercial Geography is the relation between Geographic Structure and Commercial Activities. The Commerce depends on the structure of the Geography and related factors such as Land Structure, Population, Climate, Temperature, Stability and many other things. Commercial Geography is mainly concern with the term ‘Geography of transport systems’. Economic, transport, and commercial geography are obviously interrelated. There is a close relationship between the sphere of locations (the geographical setting of supply and demand), the sphere of transactions (the geographical setting of exchanges), and the sphere of circulation (the geographical setting of movements). This implies location costs, transaction costs, and transportation costs.

Unit-I Transportation and World Overview

9 Hrs

Modes of transportation and their advantages and disadvantages- water transport and its significance, Continents and countries, seas and oceans, Location of different ports and canals, Physical geographical features-climate ,winds, tides, currents and seasons of bad weather and their influence on shipping- Time Zones

Unit-I I Load line & Major Trade Routes**9Hrs**

Concept of Daylight saving time, Major ocean routes- features and patterns of Trade, Major waterways and canals and their influence on shipping, Load line zones and their importance

Unit- III Ports and Major Trading Commodities**9 Hrs**

Ports & their hinterland- functions of ports- types of ports- major ports of the world and their principal trades, Commodities transported by sea- raw materials and minerals, agricultural commodities, crude oil and oil products, finished goods and other cargoes-sources and destinations of such cargoes

Unit-IV Trade Blocs**9 Hrs**

Trade blocs- EU, EFTA, OAU, NAFTA, OECD, ASEAN, LAFTA, SAARC, CIS, APTA, GCC, OPEC

Unit- V Industry & Economic Development**9 Hrs**

Classification of Industries, Factors affecting Industrial Location, Weber's theory of Industrial Location, Major Industries in India, Agro Based – Sugar, Cotton Textile, Assembly line Based – Automobile, Footloose and I.T. Industry, Industrial Pollution

Suggested Readings:

1. Commercial Geography- S.D.Paranjpe
2. The Geography of Transport systems- Jean Paul Rodrigue, Claude Comtois & Brian Slack- Routledge, New York, ISBN: 978-0-415-48324-7
3. Commercial Geography, 2016, E. C. K. Gonner
4. Commercial Geography, Marion Isabel Newbiggin

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**Examination Scheme:**

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	10	20	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
OLS21209	Commercial Geography	CO1	3	2	3	2	3	-	1	1	1	2	1
		CO2	2	2	3	2	2	2	2	1	2	-	1
		CO3	3	3	2	-	-	3	2	2	1	2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		CO5	3	3	2	-	-	3	2	2	-	2	3
		AVG CO	2.6	2.2	2.4	1.4	1.4	2	1.8	1.4	1	1.2	1.7

MKT22208	Workshop on E-Commerce	L	T	P	C
Version 1.1	Contact Hours -15	0	0	0	1
Pre-requisites/Exposure					
Co-requisites	--				
Academic year	2021-22				

Course objectives:

This course will infuse the understanding of the new business environment and collaboration of E-commerce with technology to satisfy the exuberant customers.

Course Outcome: At the end of the course, the student will be able to:

CO 1- Discuss about the role of e-commerce and its significance

CO 2- Analyze the impact of E-commerce on business models and strategy.

CO 3- Describe the major types of E-commerce.

CO 4- Identify the key security threats in the E-commerce environment.

Course description:

This course is designed to provide basic knowledge and understanding of contemporary developments in the field of Supply Chain Management and Logistics.

Unit-I Overview of E-commerce

5 Hrs

E-commerce - An Overview, Traditional Commerce v/s E-commerce , E-commerce - Advantages & Disadvantages , Business Models in E-commerce.

Unit-II Tech & Business Models in E-commerce

5Hrs

Security & Technology, E-commerce – EDI , E-commerce - Payment Systems , Inventory Led Fulfillment in E-commerce, Market Place Based fulfillment.

Unit- III M-commerce – Opportunities & Challenges

5 Hrs

M-Commerce, Payment Methods in M-Commerce , Strategy & Challenges of internet grocery Retailing challenges , Market Influence , Threats in E-commerce, Challenges in E-commerce.

Suggested Readings:

1. E-Commerce in India, Pralok Gupta
2. E-Commerce An Indian Perspective, P. T. Joseph
3. E-retailing Challenges and Opportunities in the Global Marketplace, Amit Kumar Sinha, Shailja Dixit

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**Examination Scheme:**

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	10	20	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	
MKT22208	Workshop on E-Commerce	CO1	3	2	3	2	3	2	1	1	2	2	1	
		CO2	2	3	3	2	2	2	2	1	2	2	1	
		CO3	3	3	-	1	-	3	3	2	-	2	3	
		CO4	2	1	2	2	2	2	2	2	1	1	2	
		AVG CO	2.5	2.25	2	1.75	1.75	2.25	2	1	1.25	2	1.25	

MGT21206	Business Ethics & Corporate Social Responsibility	L	T	P	C
Version 1.0,	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure	Business understanding of law				
Co-requisites					

Course Objectives:

1. At the end of the course, each student should be able to know, comprehend, apply, analyze, synthesize and evaluate the basic principles of ethical behaviour and governance.
2. To understand what is a corporation, types of ownership and the concept of corporate governance and to gain exposure to the various laws and norms applicable in rendering effective corporate governance.
3. To enable students to identify sustainability and CSR issues and to design, conduct and evaluate sustainability assessment for policy making.

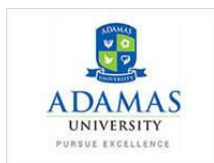
Course Outcomes**At the end of the course, the student will be able to:**

- CO1 **Recall** the foundations for the major ethical schools of thought and ethical implications for managers and businesses.
- CO2 **Summarize** the meaning, history, concept, and evolution of CSR. CSR-Legislation In India and the world as well as the scope for CSR Activities under Schedule VII
- CO3 **Assess** the status of CSR in India, successful corporate initiatives and challenges of CSR.
- CO4 **Explain** the concept of corporation, types of ownership and Corporate governance. Board of directors, types of directors, differences among them, their remuneration, their rights etc. as per the Companies Act , 2013

CO5 **Identify** the tools of oversight including financial oversight and audit mechanism, Role of SEBI, Risk management, Misgovernance, Whistle-blowers' protection etc.

Course Description:

The course seeks to bridge the gap between the ethical behaviour of the individual and the challenges posed by organized business activity in the global marketplace. It further seeks to educate participants about legal, social and ethical matters in business, and make them sensitive to the consequences of their decisions.



It also seeks to develop a sound understanding of the concepts of corporate governance and sustainable organisations. The objective is to expose the students to various issues, norms and laws related to corporate governance.

It presents the main questions and answers related to sustainability, the theories describing them and the empirical work and the history, need and benefits of Corporate Social Responsibility.

Course Structure:

Unit 1: Business Ethics (10 Hours)

Introduction. Business ethics. Ethics and the market. Social Responsibility & Ethics. History of business ethics. Reasons for Unethical Behavior. Opportunities and challenges. Globalization. Markets and the State. Managing ethics in organizations. Developing moral capital. Moral capital and leadership. Virtue as moral capital.

Unit II: Introduction to Corporate Social Responsibility (6 Hours)

Corporate Social Responsibility (CSR). Corporate Citizenship, relation between CSR and Corporate governance; environmental aspect of CSR. CSR-Legislation In India & the world. Section 135 of Companies Act 2013. Scope for CSR Activities under Schedule VII, Computation of Net Profit's Implementing Process in India.

Drivers of Corporate Social Responsibility (4 Hours)

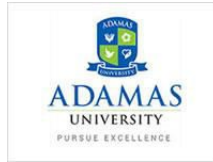
The Drivers of CSR in India, Market based pressure and incentives civil society pressure, the regulatory environment in India Counter trends. Review current trends and opportunities in CSR. CSR as a Strategic Business tool for Sustainable development. Review of successful corporate initiatives & challenges of CSR. Case Studies of Major CSR Initiatives.

Unit III Introduction to Corporate Governance (6 Hours)

Introduction to the concept of corporations, extended view of corporate citizenship. Owners and stakeholders: Types of owners, Rights and privileges of shareholders, Ownership structures and corporate governance, Perspectives on Corporate Governance: Theoretical background, Market and control model of governance chain

Unit IV Board of Directors and Board Committees (7 Hours)

Board of Directors: Types of Directors, Importance of Independent Directors, Board Committees and Chairman: Separation OF CEO & Board Chairman post, Nomination Committee, Board Selection,



Boards Performance Evaluation, Executive Compensation: Role of Remuneration Committee, Human Side of Governance

Unit V: Oversight and Audit Mechanisms (12 Hours)

Financial Oversight and Audit Mechanisms: Audit Committee, Disclosure mechanisms, Role of SEBI, Governance and Risk Management, Risk Management Committee, Corporate Misconduct & Mis governance: Reasons for Corporate Misconduct, Whistle Blower’s Protection, Factors Responsible for Obstructing Effective Corporate Governance Practices.

Text Books

- T1: AIMA. (2007). Corporate governance & business ethics. New Delhi: Excel
- T2: Fernando, A.C.: Corporate Governance- Principles, Policies and Practices, ed. Pearson Education.
- T3: Carrol, S. J., & Gannon, J. J. (1997). Ethical dimensions of international management. New Delhi: Sage.
- T4: Corporate Governance in India - Jayati Sarkar, Subrata Sarkar, Sage Publications
- T5: Xiaoxi Wang (2018), The Theory of Moral Capital, Springer
- T6: Corporate Social Responsibility in India - Sanjay K Agarwal
- T7: Corporate Social Responsibility: Concepts and Cases: The Indian - C. V. Baxi, Ajit Prasad

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Mid Term	End Term
Weightage (%)	30	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
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Course Structure:

MGT21206	Business Ethics & Corporate Social Responsibility	CO1	3	2	3	2	3	-	1	1	1	2	1
		CO2	3	2	3	2	2	3	2	1	2	2	1
		CO3	3	3	2	-	-	3	2	3		2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		AVG CO	2.8	2	2.5	2.3	2.3	2.7	1.8	1.5	1.3	2	1.7

BAN21202	Data Analytics	L	T	P	C
Version 1.0	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure	Basic Calculation Skills				
Co-requisites	--				
Academic Year	2020-21				

Course Objectives

1. To understand the basic concepts and theories of descriptive analytics.
2. To gain a deeper insight of predictive analytics and regression techniques.
3. To expand individual knowledge of supervised and unsupervised learning techniques.
4. To understand time series forecasting and its applications.

Course Outcomes:

On completion of this course, the students will be able to:

CO1. Discuss the fundamental concepts of descriptive analytics, probability and sampling.

CO2. Explain predictive analytics with the help of different regression techniques.

CO3. Evaluate the use of different Supervised and Unsupervised techniques.

CO4. Illustrate the importance of time series forecasting and relevant applications.

Course Description:

Data analysis is a process of inspecting, cleansing, transforming and modeling data with the goal of discovering useful information, informing conclusions and supporting decision-making. Data analytics is important because it helps businesses optimize their performances. A company can also use data analytics to make better business decisions and help analyze customer trends and satisfaction, which can lead to new—and better—products and services. All the lectures contain a blend of discussions on basic theories and advanced topics, focusing on practical implementation of knowledge. Classes will be conducted by lecture as well as power point presentation as per requirement. All the session should be covered with

Course Structure:

the help of Excel/SPSS/ 'R'. The tutorials will familiarize the students with practical problem-solving techniques. Students will be able to gain a strong understanding of the course via theoretical sessions, case study discussions, problem solving and discussions with the coordinator.

Course Structure:

Unit- I: 15 L

Introduction to business analytics: Descriptive analytics: Data types and Scales, Population and sample, Measures of central tendency, Measures of variation, Measures of shape, Data visualization; Introduction to probability: Fundamental concepts in probability, Bayes' theorem, Random Variable, Probability density function, Binomial distribution, Poisson distribution, Uniform distribution, Normal distribution, Chi-Square distribution; Sampling and estimation: Probabilistic sampling, Non probabilistic sampling, Central limit theorem, Estimation of population parameters; Confidence Intervals; Hypothesis Testing: One tailed and two tailed test, Type I error and type 2 error, Hypothesis testing for population mean, Comparing two populations, Non-parametric tests. Analysis of Variance, Correlation Analysis.

Unit- II: 13 L

Introduction to predictive analytics, Simple linear regression: Simple linear regression model building, Estimation of parameters, Interpretation of simple linear coefficients, Validation of simple linear regression model, Outlier analysis. Simple Linear regression and multiple linear regressions for prediction. Logistic Regression (Supervised learning): Introduction and Model building, Model Diagnostics, Classification table, Sensitivity and Specificity, Optimal cut off probability.

Unit III: 12 L

Decision Tress (Supervised learning): Introduction and Model building, Chi-Square Automatic Interaction Detection, Classification and regression Tree, Ensemble method, Random Forest. Clustering (Unsupervised learning): Introduction to unsupervised learning, Distance and dissimilarity measures in clustering, Clustering algorithm K Mean and Hierarchical.

Unit IV: 10 L

Forecasting Techniques: Time series modeling, Forecasting Techniques and Forecasting Accuracy, Moving average method, Exponential smoothing: Single and double, ARMA and ARIMA.

Text book:

1. Business Analytics, U Dinesh Kumar, Wiley

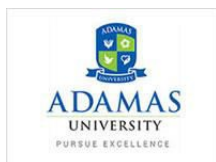
Modes of Examination: Assignment/Quiz/Project/Presentation/Written Examination

Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
BAN21205	Data Analytics	CO1	3	2	3	2	3	-	1	2	1	2	1
		CO2	3	2	3	2	2	3	2	2	2	2	1
		CO3	3	3	2	-	1	3	2	3		2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		AVG CO	2.8	2	2.5	2.3	2	2.7	1.8	2	1.3	2	1.7



LWJ21037	Legal Environment of Business	L	T	P	C
Version 1.0	Contact Hours – 45	3	0	0	3
Pre-requisites/Exposure	Basic knowledge of Micro and Macroeconomics				
Co-requisites	--				

Course Objectives:

1. Knowledge: Basic and broad knowledge in business laws in management. Ability to
2. apply concepts, principles and theories to understand simple business laws.
3. 2. Global Perspective: Awareness of the different business laws.

Course Outcomes:

On completion of this course, the students will be able to

CO 1 Understanding working knowledge about the Legal system and Judiciary

CO 2 Understanding and applying the fundamentals of Contract Act and to make them able to interpret legal terms

CO 3 Applying working knowledge about property laws

CO 4 Analysing Income tax laws and banking laws

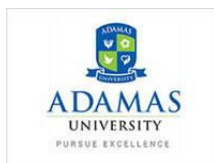
CO 5 Understanding Insurance industry and compliances

CO 6 Creating working knowledge of Securities related laws

CO 7 Understanding the rights of a consumer and Analysing how to make complain and get remedies under law

Course Description:

The main purpose of this course is “to remove the mystique from the business law and to empower budding managers to participate in legal matters.” This course will focus on developing the understanding of roles and responsibilities within legal business environment, identify issues, recognize potential problems and know when to consult with an expert. Each of these skills will result in efficiency and cost effectiveness for business. The students will develop improved reasoning and problem-solving skills in an effort to better evaluate the legal, regulatory and ethical environment in which they will work and be able to incorporate that knowledge into the business decision-making process.



Course Content:

Module -1 Introduction to Legal Environment

6 Lecture Hours

Meaning of Law — Purpose of Law - Sources of Law — Classification of Law - Torts - National and International Law - Evolution of Mercantile / Business Law - International Business Law - Justice Delivery System in India

Module- 2 Indian Contract Act 1872

6 Lecture Hours

Legal Elements of Contracts - Parties - Offer - Acceptance – Consideration, Contracts of Agency - Rights and Duties of Principal and Agent - Termination of Agency Special Contracts — Guarantee / Indemnity / Letter of Credit / Lien / Set Off . Important Clauses in Corporate & Commercial Agreements, Description of Parties - Recitals of Subject - Consideration - Covenants and Undertakings - Signatures and Attestation - Endorsement and Supplement Deeds - Stamp Duty and Registration - Applicable Law — Force Majeure - Notice – Arbitration

Module-3 Property Laws

6 Lecture Hours

Property Law for Business- Classification of Property — Moveable and Immovable Property / Tangible and Intangible Assets, Sale and Agreement to Sell - Rights and Duties of Seller and Buyer - Rights of Unpaid Seller (Sale of Goods Act), Borrowing against Property as Security, Hypothecation / Pledge of Current Assets - Rights and Liabilities of Parties, Mortgage of Immovable Property, Registration of Charges by Companies

Module-4 Business and Tax Laws

7 Lecture Hours

Classification of Taxes - Income Tax — Wealth Tax - Excise Customs Duty - Sales Tax — VAT - Service Tax, Financial Services - Legal and Regulatory Environment- Banking - Regulation of Banking in India - RBI & Banking Regulations Act, Negotiable Instruments Act, Kinds of Negotiable Instruments - Special Characteristics - Cheques - Crossing of Cheques – Endorsements, Banker's Duties and "Liabilities for Collection and Payment of Cheques, Dishonour of Cheques - Liabilities of Parties and Penalties, SARFAESI Act - Salient Features - Execution.

Module- 5 Essential Elements of Insurance Contracts

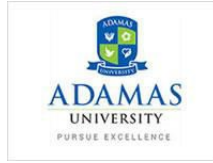
6 Lecture Hours

Principles of Insurance - Insurable Interest - Indemnity – Causa Proxima - Risk - Mitigation of Loss - Subrogation - Contribution - Reinsurance - Double Insurance. Standard Clauses in Insurance Policies - Fire Insurance - Marine Insurance — Liability Insurance. IRDA - Role and Functions

Module- 6 Laws related to Capital Market

6 Lecture Hours

Market Regulation by Companies Act - Securities Contracts Regulation - SEBI - Stock Exchanges Depositories, Business Transactions and Cyber Law, Application of IT Act, 2000



to Contracts and Transactions, Digital Signature and Authentication of Electronic Records, Cyber Offences and Penalties.

Module-7 Consumer Protection Act

8 Lecture Hours

Competition and Consumer Protection- Consumer Protection Law in India -Redressal Procedure, Competition Law in India - Prohibition of Anti-competitive Agreements and Abuse of Dominant Position, Restrictive and Unfair Trade Practices, Product Liability, Public Interest Litigation in India.

Reference Books

1. N. D. Kapoor, RajniAbbi and Bharat Bhushan, (2018), Element of Mercantile Law,
2. M.C. Kuchhal and VivekKuchal (2018), Business Law, 7th Edition, S Chand Publishing
3. P C Tulsian (2017), Business Law, 3rd Edition, Tata McGraw Hill, New Delhi.
4. Telpal Seth, (2017) Business Law, 3rd Edition, Pearson

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Examination Scheme:

Components	Mid Term	Class Assessment	End Term
Weightage (%)	20	30	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
OLS21215	Linear shipping business	CO1	3	2	3	2	3	-	1	2	1	2	1
		CO2	3	2	3	2	2	3	2	2	2	2	1
		CO3	3	3	2	-	1	3	2	3	-	2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		CO5	2	1	2	3	2	2	1	2	1	-	-
		AVG CO	2.6	1.8	2.4	2	2	2	1.6	2	1	1.2	1

MGT24201	Summer Internship	L	T	P	C
Version 1.0	Contact Hours -	0	0	0	3
Pre-requisites/Exposure	Basic exposure of management thought				
Co-requisites					

Course Description:

This is program offered after second semester. The basic objective of this course is to gain industry exposure and environment to the students. They learn the organizational culture and how organization functions. End of the training students evaluate by viva-voce and presentation followed by expert. Acquire employment contacts leading directly to a full-time job following graduation from college. Identify, write down, and carry out performance objectives (mutually agreed upon by the employer, the MCC experiential learning supervisor, and the student) related to their job assignment.

Course Outcome:

CO-1 Explore career alternatives prior to graduation.

CO-2 Integrate theory and practice and assess interests and abilities in their field of study.

CO 3 Learn to appreciate work and its function in the economy. Develop work habits and attitudes necessary for job success.

CO 4 Develop communication, interpersonal and other critical skills in the job interview process. Build a record of work experience and on the job trainer

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Mid Term	End Term
Weightage (%)	0	0	100

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
MGT24201	Summer Internship	CO1	3	2	3	2	3	-	1	2	1	2	1
		CO2	3	2	3	2	2	3	2	2	2	2	1
		CO3	3	3	2	-	1	3	2	3		2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		AVG CO	2.8	2	2.5	2.3	2	2.7	1.8	2	1.3	2	1.7

EIC21201	Entrepreneurship Development	L	T	P	C
Version 1.0	Contact Hours - 45	3	0	0	3

Pre-requisites/Exposure	Basic understanding of business, innovation and marketing
Co-requisites	--

Course Objectives:

1. To expose students about entrepreneurship and its importance in every sector of economy since it opens up the door for enterprise creation in every sector of business.
2. Skilling up youth is to encourage them to set up their own micro/small enterprises or engage themselves productively in larger enterprises.
3. Creating an entrepreneurial eco-system essential in our country.
4. Developing an entrepreneurship movement through its education.

Course Outcomes:

On completion of this course, the students will be able to:

CO1. Identify the fundamentals idea of entrepreneurship.

CO2. Recognise the importance of having strong entrepreneurial characteristics.

CO3. Develop business idea generation and converting the idea into a business model.

CO4. Explain role of government agencies that renders support in terms of policies, assistances etc.

CO5. Illustrate the sustenance and growth of the enterprises by start-up entrepreneurs.

Course Description

Entrepreneurship is generally understood to be the practice of starting new business organisations in response to perceived opportunities. It results in establishment of small one-person businesses as also large organisations capable of creating many job opportunities. Entrepreneurship has been identified as one of the major trends shaping business, economy and even society. The modern study of entrepreneurship owes a lot to the pioneering efforts of Joseph Schumpeter and other economists. Similarly, Frank Wright, Peter Drucker, and many others have successfully contributed to the growth of entrepreneurship theory, practice and research. In recent times, entrepreneurship and entrepreneurs have received a lot of attention from academicians, writers, media, and general public. The achievements and contributions of entrepreneurs have been acknowledged by society. Many entrepreneurs are honoured and awarded for their achievements nationally as well as internationally.

Course Content:

Module 1: 10 Lecture Hours

Introduction - Understanding the meaning of Entrepreneurial ship - Characteristics of an Entrepreneur - Classification of the Entrepreneurs – MSME Classification in India- Entrepreneurial Scene in India - Factors influencing Entrepreneurship.

Module II 5 Lecture Hours

Early Career Dilemmas of an Entrepreneur, The Entrepreneur’s Role, Task and personality
A typology of Entrepreneurs: Defining Survival and success, Entrepreneurship as a Style of Management

Module III 10 Lecture Hours

Entrepreneurial growth - Role played by government and Non-Government agencies - EDP’s, WBIDC, SIDBI, IDBI, IFCI. Rural Entrepreneurs - Small scale entrepreneurs and Export Entrepreneurs .

Module IV 5 Lecture Hours

Business plan, Business idea generation Techniques - Identification of Business Opportunities - Marketing Feasibility - Financial Feasibility - Technical - Legal - Managerial and Location Feasibility.

Module V 5 Lecture Hours

Project Appraisal - Methods - Techniques - Preparation of Business Plan - Content of a Business Plan - Project Report.

Module VI 10 Lecture Hours

Start of an enterprise - Franchising and Acquisition - Product Strategies - Pricing Strategies - Distribution Strategies - Promotional Strategies. How to be a successful Entrepreneur?
Learning to be Successful - Successful entrepreneurs.

Reference Books:

1. Vasant Desai - Dynamics of Entrepreneurial Development and Management. HPH(2019)
2. Khanna - Entrepreneurial Development. S. CHAND (2018)
3. Rajeev Roy- Entrepreneurship, Oxford University Press

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Mid Term	End Term
Weightage (%)	30	20	50

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
EIC21201	Entrepreneurship Development	CO1	3	2	3	2	3	-	1	2	1	2	1
		CO2	3	2	3	2	2	3	2	2	2	2	1
		CO3	3	3	2	-	1	3	2	3	-	2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		CO5	2	1	2	3	2	2	1	2	1	-	-
		AVG CO	2.6	1.8	2.4	2	2	2	1.6	2	1	1.2	1

IST21202	Lean Supply chain management	L	T	P	C
Version 1.1	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				
Academic year	2021-22				

Course objectives:

1. To understand lean management principles & provides an understanding of factors that contribute to organizational wastes, examining ways to eliminate wastes, & developing & implementing an improved organizational processes, for significant impact to the company's bottom line.
2. To understand how lean management today represents a profound change in the competitive business culture and a leading indicator of excellence in the organization

Course Outcome: At the end of the course, the student will be able to:

- CO 1 - Discuss about the Concept of Lean
- CO 2 - Describe Lean as a Supply Chain Strategy
- CO 3 - List the Components of the Lean Supply Chain
- CO 4 - Explain the Streamlining Processes
- CO 5 - Define the Lean Approaches and Methodology

Course description:

To understand how by implementing lean management organizations can improve product & processes without adding any more money, people, equipment, inventory or space and aim for perfection

Unit-I Basics of Lean Supply Chain

9 Hrs

Basic Concept of Lean supply chain, Characteristics of a Lean Supply Chain , Lean Implementation in the Supply Chain, Lean Thinking for the Supply Chain , comparison of conventional and lean supply chain model, Recommendations for the implementation of Lean Supply Chain,

Unit-II Lean Manufacturing

9Hrs

The Toyota Production System (TPS) and Lean Production, Lean Layouts and Design Flows, Lean Applications for Line Flows & Work centre Shops, Lean Service , Lean and agile supply chain, Lean & Agile SCM Concepts in the aspect of Risk Management ,

Unit- III The Tools of Lean Supply Chain

9Hrs

5 S , Kanban , Just In Time, Six-Sigma Quality , Value stream and process mapping, Lean SupplyPrinciples , lean supply chain design.

Unit- IV Lean in Inventory management

9 Hrs

Inventory management & lot sizing , Traditional inventory management Vs lean Inventory management , work in progress inventory , FIFO management , EPEI (Every part every interval) , Reducing pipeline inventory by kanban (visual car), Inventory reduction through lot sizing ,point of sale data ,

Unit-V Globalization and Cultural Impact on Lean Supply Chain Management

9 Hrs

Globalisation and Cultural Impact on Lean Supply Chain Management, ERP in Lean Supply Chains ,Lean Supply Chain and E-commerce ,Integrating E-commerce and Supply Chains , Agile SCM Framework, Focusing on Cost - to - serve.

Suggested Readings:

1. Wincel, J. P., (2004), Lean Supply Chain Management: A Handbook for Strategic Procurement,Productivity Press.
2. Kerber, Bill, Dreckshage, Brian J., (2011), Lean Supply Chain Management Essentials: AFramework for Materials Managers, CRC Press.
3. Plenert, Gerhard, (2010), Reinventing Lean: Introducing Lean Management into the SupplyChain, Butterworth-Heinemann.

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	10	20	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
OLS21213	Lean supply Chain Management	CO1	3	2	3	2	3	-	1	2	1	2	1
		CO2	3	2	3	2	2	3	2	2	2	2	1
		CO3	3	3	2	-	1	3	2	3	-	2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		CO5	2	1	2	3	2	2	1	2	1	-	-
		AVG CO	2.6	1.8	2.4	2	2	2	1.6	2	1	1.2	1

IST21205	Liner Shipping Business	L	T	P	C
Version 1.1	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				
Academic year	2021-22				

Course objectives:

1. The objective of the course is to familiarize students about different types of Liner services around the world.
2. All Logistics and supply chain professionals must have a clear understanding of the strategies adopted by Liners to achieve economies of scale and market share.
3. This will also enable them to understand ways of acquiring and leasing Ships and containers.
4. The students will also get an insight about the agreement between Liners and their agents.

Course Outcome: At the end of the course, the student will be able to:

- CO 1 - Develop understanding about Liner Industry.
- CO 2 - Discuss different types of shipping services and Liner services
- CO 3 - Identify various kinds of container handling cranes
- CO 4 - Differentiate different methods of leasing containers
- CO 5 - Describe the significance of Liner agencies
- CO 6 - Recognize the economics of the Liner industry.

Course description:

All Logistics and supply chain professionals must have a clear understanding of the strategies adopted by Liners to achieve economies of scale and market share. This will also enable them to understand ways of acquiring and leasing Ships and containers. The students will also get an insight about the agreement between Liners and their agents.

Unit-I Introduction to Liners**9 Hrs**

Characteristics of Liner Services, Advantages & Disadvantages - Break Bulk Liner services – Roll on / off Liner services - Container Liner services – Passenger / Cruise Liner services.

ypes of shipping services(Liner and Tramp), Types of Liner services(Independent, Conference, Consortia) , Services offered by Liners(RTW, pendulum, hub & spoke and end-to-end service), Direct vs Transshipment services – Short sea feeder services

Unit-I I Organizational structure

9Hrs

Organizational structure of a containerized Liner Shipping company – Operations, Technical & Commercial functions, Factors affecting Liner freight structure - Basic freight and surcharges - Freightling for FCL, LCL, Cargo consolidation services, Electronic Data Interchange and Documentation aspects , Economics of a typical liner voyage,

Unit- III Stevedoring and Container leasing

9 Hrs

Handling of Liner cargo – **Liner cargo stevedoring - Types of cranes used for handling liner cargo – Unitization of cargo & evolution of containerization** –Advantages and Disadvantages of Containerization, Ports, Multi modal transportation – Modal interfaces – Intermodal systems – Inland Container Depot (ICD) and Container Freight Station (CFS) Terminals - Types of containers & their features, applications, Methods of container acquisition viz.,purchase, leasing-container interchange services.

Unit-IV Liner Agencies

9 Hrs

Appointment & management of Liner Agencies - Standard Liner Agency Agreement, Port Agency functions and practices. Carriers' and Merchants' responsibilities and limitations of liability , Procedure for cargo claims including the role and responsibilities of the parties. ISPS Code,

Unit- V Liner Industry

9 Hrs

Liner industry structure – balancing supply and demand, capacity management options , Rationale for liner conferences, alliances, consortia, capacity management agreements, their similarities and differences , Statutory control and regulation including Federal Maritime Commission (USA), Competition Directorate (Europe). An introduction to QMS and TQM.

Suggested Readings:

1. International Ocean Shipping: Current concepts and Principles, Abrahamsson.B.J., Publisher: Westview Press
2. The competitive dynamics of Container Shipping, Gilman, S., Publisher: Gower Publishing Company World

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	10	20	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
OLS21215	Linear shipping business	CO1	3	2	3	2	3	-	1	2	1	2	1
		CO2	3	2	3	2	2	3	2	2	2	2	1
		CO3	3	3	2	-	1	3	2	3	-	2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		CO5	2	1	2	3	2	2	1	2	1	-	-
		AVG CO	2.6	1.8	2.4	2	2	2	1.6	2	1	1.2	1

IST21206	Principles of ERP	L	T	P	C
Version 1.1	Contact Hours - 45	3	0	0	3
Pre-requisites/Exposure					
Co-requisites	--				
Academic year	2021-22				

Course objectives:

1. The course is designed to provide basic knowledge & understanding of typical ERP systems, and the advantages and limitations of implementing such systems
2. It further aims to develop students' skills in ERP systems: the principles of ERP systems, their major components, and the relationships among these components
3. The basic concepts of ERP systems for manufacturing or service companies.

Course Outcome: At the end of the course, the student will be able to:

CO 1 - Understand the evolution, functional areas, significance and benefits of ERP

CO 2 - Map requirement of Marketing Information system and Customer Relationship Management

CO 3 - Identify and describe steps involved in ERP Approach to Production Planning

CO 4 - Understand the application of ERP in Accounting and Human Resource management

CO 5 - Understand the concept of Process Modelling & its improvement and ERP implementation issues

Course description:

A supply chain is a system of organizations, people, activities, information, and resources involved in moving a product or service from supplier to customer. Enterprise resource Planning is tool to integrate & coordinate different supply chain entities & activities from

sourcing of natural resources, raw materials, and components into a finished product that is delivered to the end customer.

Unit-I Development of ERP Systems

9 Hrs

Functional area information systems, Evolution of information systems, ERP software emerges: SAP and R/3, ERP for mid-sized and smaller companies, Choosing consultants and vendors, Significance and benefits of ERP software and systems

Unit-I I Marketing Information Systems and Sales Order Process

9Hrs

Sales and Distribution in ERP, A Standard Order in SAP ERP, Sales Order Process Customer Relationship Management (CRM)

Unit- III Production And Supply Chain Management Information Systems 9 Hrs

Production Planning Process: SAP ERP Approach to Production Planning, MATERIALSREQUIREMENTS PLANNING (MRP), ERP and Suppliers

Unit-IV Accounting in ERP Systems 9 Hrs

Accounting Activities, Operational Decision-making Problem: Credit Management, ProductProfitability Analysis, Management Reporting with ERP systems

Unit- V Human Resources Processes With ERP 9 Hrs

Human Resources with ERP software, Advanced SAP ERP Human Resources features,Additional Features

Suggested Readings:

1. Enterprise Resource Planning and Supply Chain Management - Functions, Business Processes and Software for Manufacturing Companies by Kurbel,Karl E.
2. Enterprise Resource Planning - Fundamentals of Design and Implementationby Ganesh, K., Mohapatra, S., Anbuudayasankar, S.P., Sivakumar, P.
3. Concepts in Enterprise Resource Planning by Elen Monk & Bret Wagner
4. Enterprise Resource Planning a Managerial Perspective by D P Goyal

Modes of Examination: Assignment/Quiz/Project/Presentation/Written

ExamExamination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	10	20	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
IST21201	Principles of ERP	CO1	3	2	3	2	3	-	1	2	1	2	1
		CO2	3	2	3	2	2	3	2	2	2	2	1
		CO3	3	3	2	-	1	3	2	3	-	2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		CO5	2	1	2	3	2	2	1	2	1	-	-
		AVG CO	2.6	1.8	2.4	2	2	2	1.6	2	1	1.2	1

IST21203	Supply chain Analytic	L	T	P	C
Version 1.1	Contact Hours - 45	3	0	0	1
Pre-requisites/Exposure					

Co-requisites	--
Academic year	2021-22

Course objectives:

1. Supply chain management is becoming increasingly data driven.
2. Learn Supply chain analytic to bring effectiveness in various business operations through data-enabled decisions at all levels of the business through this Supply Chain Analytic Course.

Course Outcome: At the end of the course, the student will be able to:

CO 1 - Need of Simulation for SCM

CO 2 - Types of Supply Chain Management Simulation.

CO 3 - Difficulties and Types of Models for Simulation

CO 4 - Simulation of Supply Chain Management using Games.

Course description:

Supply chain analytic is to bring effectiveness in various business operations through data-enabled decisions at all levels of the business through this Supply Chain Analytic Course.

Unit-I Introduction to Supply Chain Analytics

3 Hrs

Why Analytics in supply chain - Intro & need, Problems in supply chain , ROI analysis to study Supply chain Analytics , Tools to know for Data Analytics , VENSIM a simulation Tool

Unit-I I Risk Pooling and Inventory Management

3Hrs

Risk Pooling and Inventory Management , Single Stage Inventory Control , Deterministic Demand Inventory Models , Uncertainty and Risk ,Factors Affecting the Level of Safety Inventory.

Unit- III Network Planning & Design

3Hrs

Network Planning , Network Design Inventory Positioning and logistics control
Impact of Aggregation on Safety Inventory , Sales and operations Planning (S&OP),
Responding to Predictable Variability in a Supply Chain

Unit-IV Distribution Strategies

3 Hrs

Distribution Strategies , Direct Shipment , Intermediate inventory strategies
Trans-shipment , Components and Methods of Forecasting , Five Important Points in the Forecasting Process , Overview of ML and AI in Supply Chain

Unit- V The dimensions of customer value**3 Hrs**

Customer Value , The dimensions of customer valu , Customer value measures , Initial dashboard inVENSIM.

Suggested Readings:

1. Key Business Analytics - The 60+ Business Analysis Tools Every Manager Needs To Know, Bernard Marr
2. Supply Chain Analytics - Beginner's Guide, Gerard Blokdyk
3. Supply Chain Analytics and Modelling - Quantitative Tools and Applications, Nicoleta Tipi
4. Supply Chain Analytics - Operations Management und Logistik, BoD - Books on Demand

Modes of Examination: Assignment/Quiz/Project/Presentation/Written Exam**Examination Scheme:**

Components	Internal	Attendance	Mid Term	End Term
Weight age (%)	30	10	20	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3
OLS22216	Supply Chain Analytics	CO1	3	2	3	2	3	-	1	2	1	2	1
		CO2	3	2	3	2	2	3	2	2	2	2	1
		CO3	3	3	2	-	1	3	2	3	-	2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		AVG CO	2.7	2	2.5	1.7	2	2	1.7	2	1	1.5	1.25

FAC22218	GST, Logistics & Documentation	L	T	P	C
Version 1.1	Contact Hours -	3	0	0	1
Pre-requisites/Exposure					
Co-requisites	--				
Academic year	2021-22				

Course objectives:

1. Analyze the operations related documents and their purpose
2. Describe the different types of documents which are commonly required
3. Discuss about a few types of special documents
4. Explain how documentation management is an integral part of operations.

Course Outcome: At the end of the course, the student will be able to:

CO 1- Discuss about the mandatory documents for the transportation of goods and operations related documents.

CO 2- Explain the operations related documents, procedures to follow while dealing with operations escalations.

CO 3- Describe the structure of indirect taxation in India & introduction to GST.

CO 4- Prepare e-waybill based on the key information and explain the impact of GST on various sectors and its benefits for logistics.

Course description:

In this course on GST & logistics documentation, we will review and discuss about GST and the most common logistics related documents which you may encounter when working in transport and logistics. Commercial and transportation documents are essential for any cargo or freight movement and having some understanding of them is critical.

Unit-I Operations related documents

3Hrs

Invoice, Purchase Order, Waybill, Delivery loading/un-loading Tally, delivery vehicle trip sheet, Vehicle Arrival Report.

Unit-II Type of document

3Hrs

Bill of lading, receiving report location report, over short & damaged freight (OS & D), Non-negotiable warehouse receipt, Pick ticket, Electronic (RF) Pick Document/ Ticket. Special Documents: Defence goods related documents, Exhibition goods related documents, Accident Breakdown

Unit- III Introduction to GST Hrs 3

Introduction of Indirect tax in India, Indirect tax during pre reforms, Indirect taxes in postreform (Reforms as per GST)

Unit-IV Introduction to GST Structure Hrs 3

IGST, CGST, SGST, Compensation to UT/State Law, Cess Rules, SEZ export rules, Composition Levy, Input tax credit composition scheme, GST on Sectors: E- commerce, MSME, Exports, IT, ITES.

Suggested Readings:

1. Goods and Services Tax (GST) in India, B. Viswanathan
2. G S T Simplified, Balasubramanyam KS
3. A Guide To Gst E-Waybill, Ca Avinash Poddar
4. Global Logistics and Supply Chain Management, John Mangan, Chandra Lalwani, Agustina Calatayud

Modes of Examination:

Assignment/Quiz/Project/Presentation/Written Exam

Examination Scheme:

Components	Internal	Attendance	Mid Term	End Term
Weightage (%)	30	10	20	40

Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

Course Code	Course Name	COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO 1	PSO 2	PSO 3
OLS22214	GST & Logistics documents	CO1	3	2	3	2	3	-	1	2	1	2	1
		CO2	3	2	3	2	2	3	2	2	2	2	1
		CO3	3	3	2	-	1	3	2	3	-	2	3
		CO4	2	1	2	3	2	2	2	1	1	-	-
		AVG CO	2.75	2	2.5	1.5	2	2	1.5	2	1	1.5	1.25

